

Information for distributors and agents

New product briefing note: -

TG5011 & TG2511

50MHz & 25MHz DDS Function Generators

Background

TTi have been producing DDS based function/arbitrary generators since 1995. The successor to the original product, the TG1010A, is still in production and selling well.

However, Agilent have successfully dominated this market - originally with the HP 33120 and then with its successor, the Agilent 33220A. This product remains the market leader despite attempts to dislodge it, most notably by Tektronix with the AFG3000 series.

Over the past decade, TTi have concentrated on lower cost pure function generators (TG300 series, TG550, TG2000) and on multi-channel true arbitrary waveform generators (TGA1240 and TGA12100 series).

A truly competitive DDS function/arbitrary generator

Now TTi are launching a competitor to the Agilent 33220A offering all of the facilities of that product but with much higher bandwidth and sampling speed.

The TG5011 is a 50MHz product that will sell at a significantly lower price than the 20MHz Agilent 33220A and offers a dramatically better price to performance ratio.

Unlike the Tek AFG3000 series, the TG5011 uses a similar half rack 2U case style to the Agilent product. Despite this, it incorporates a much larger screen capable of displaying representative waveforms simultaneously with text. It therefore provides a similar level of information to the very large screen of the Tektronix products.

The TG5011 benefits from using the latest internal technologies and has up-to-date features such as USB flash drive storage.

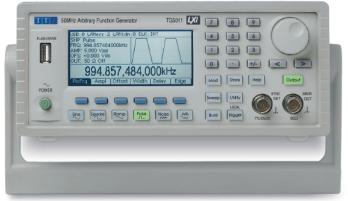


















Pricing

The current price of the 20MHz Agilent 33220A is \$1870 (plus options) while that of the 25MHz Tektronix AFG3021 is \$1950.

The price of the 50MHz TG5011 will be \$1495*. The TG5011G that includes a GPIB interface will be \$1635*.

Agilent now have a lower cost model, the 10MHz 33210A at \$1200, but this has no arbitrary waveform capability unless option 002 is specified which costs another \$400.

By contrast, the 25MHz TG2511 includes arbitrary waveform capability as standard and will be priced at \$1295*.

Market Potential

The worldwide market for general purpose function/ arbitrary generators is very large running to several tens of thousands of units per year.

Agilent have a dominant position in this market and are likely to maintain it. However, TTi believes that the combination of higher performance and lower price will enable the TG5011 and TG2511 to take a share of the market which, although low in percentage terms, can represent very significant sales levels totalling several thousand per year.

The launch of the TG5011 & TG2511 will be backed up with high quality printed and web material which demonstrates the products superior value.

www.tti.eu/go/tg5011

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 $^{^{\}star}$ \$ pricing for the products is indicative only and will depend upon exchange rates, duty levels and shipment costs.

