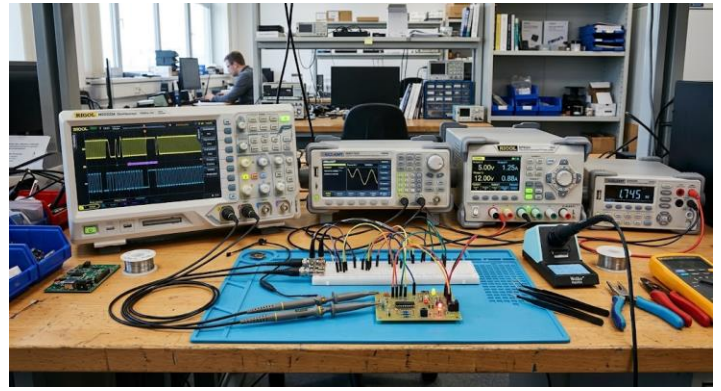


Saelig Customers

A typical Saelig Customer is an electronics test engineer responsible for validating prototypes, diagnosing failures, and supporting production or compliance testing. They need dependable measurement equipment quickly, but value expert guidance because choosing the wrong instrument can delay projects and waste significant budget. Their #1 Problem is that they need reliable, technically suitable test equipment to validate electronics testing without overspending or choosing the wrong instrument. But comparing complex specifications over many unfamiliar test equipment brands can be confusing! Matching bandwidth, sampling rate, accuracy, specialty probes and accessories to select testing equipment to best meet requirements can require additional input and guidance. Projects can be delayed by incorrect, unavailable, unsuitable, or unreliable measurement equipment. Juggling limited budgets for high-performance oscilloscopes, analyzers, and specialized instruments is another challenge. And it's comforting to receive good, responsive support after purchasing such specialized equipment.



Getting wise presales advice from Saelig engineers ensures that the equipment chosen can capture the specific signals or faults which the customer needs to measure, since missing a design defect because measurements are inaccurate or incomplete is a showstopper. Customers don't want to waste engineering time learning an unsuitable instrument but need to purchase expensive equipment that meets procurement or budget approval. After all, delaying a product launch, production run, or compliance test may add inconvenience and extra expense. Customers need fast answers about specifications, compatibility, accessories, and alternatives, provided by knowledgeable engineers like those at Saelig, providing confidence that their instrument's measurements will support sound engineering decisions. Technical guidance from Saelig's experienced engineers with an extensive measurement history provides the necessary confidence to make an informed purchase, with accompanying confidence provided by technical support, shared experience, and an authorized supply relationship.

The ideal purchased device is a precise instrument matched to the customer's actual testing requirements and budget; reliable equipment obtained from a knowledgeable technical distributor like Saelig; a professional instrument performance without unnecessary premium-brand expense (several of our instrument brands compete with the leading names but at half the price!).

Customers need to confirm the instrument meets their exact technical needs, and to be reassured that a lower-cost brand will deliver dependable results. Sometimes a purchase can actually save money – as in pre-compliance EMC testing to avoid retests at an expensive test chamber. Procurement processes sometimes require quotes, documentation, and purchase approval. Or they may need to compare the Saelig solution with established manufacturers and existing equipment. Fortunately, Saelig offers a broad selection of economical and high-end equipment from one source, with access to specialized or difficult-to-find instruments and accessories.

Customers are often thinking:

"I need the right scope for this application, not just the cheapest scope."

"What bandwidth, sample rate, and probe configuration do I actually need?"

"Can this analyzer capture the interference or transient we are seeing?"

"I need something reliable, but the premium-brand quote is difficult to justify."

"Who can help me compare these instruments based on the measurement problem?"

Get expert help from Saelig for selecting technically appropriate test equipment without overspending. We have access specialized and unique test equipment – some not available anywhere else: oscilloscopes, analyzers, probes, and data loggers from one technical source to enable our customers to solve measurement problems faster with reliable equipment and responsive product guidance. **Choose Saelig** to give you the right test and measurement equipment with expert guidance, reliable supply, and cost-effective options matched to your test application.

