

Frost & Sullivan Award for Product Line Strategy Leadership

2005

FROST & SULLIVAN

Product Line Strategy Leadership Award

AWARD DESCRIPTION

The Frost & Sullivan Award for Product Line Strategy Leadership is presented each year to the company that has demonstrated the most insight into customer needs and product demands. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by the market.

RESEARCH METHODOLOGY

To select the Award recipient, the analyst team tracks all end-user requirements and market dynamics within the industry. This process includes interviews with suppliers, end-users, and industry experts. The product lines are compared with customer base demands, and the top-ranking supplier is then presented the Award.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are additional criteria used to determine the final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Introduction of new products, strategically positioned to balance the product line
- Ability to accommodate different market segments, or different markets within an industry by repurposing technology
- Enhancement of product offerings through optimization of packaging, service, delivery, financing, and/or other value-added services
- Strategic technology or marketing acquisitions or alliances



AWARD RECIPIENT - ANRITSU

The 2005 Frost & Sullivan Award for Product Line Strategy Leadership in the combined markets for Signal Generators, Vector Network Analyzers and Spectrum Analyzers, is presented to Anritsu Company for displaying excellence in constantly introducing new products and product line categories that has strategically improved the company's position in the aforementioned markets.

Recognized as the leading provider of communications solutions, Anritsu has a long history that spans almost a century. Offering state of the art products for the test and measurement market, the company stands out in terms of the range of products it offers, that suits the requirements of diverse customers.

DIVERSE PRODUCT LINES COVERING WIDE APPLICATIONS

In the Spectrum Analyzer range of products, Anritsu offers diverse products including the MS2661C, MS2663C, MS2668C, MS2687B and also offers the handheld spectrum analyzers (Spectrum

Master) range and much more. The products cover wide frequency ranges starting from 9 KHz all the way up to 40 GHz. This enables them to cater to diverse applications ranging from field maintenance test applications, frequency measurements for mobile communications and wireless, to cover wide dynamic ranges, remote spectrum monitoring applications and much more. In the high end range of products, Anritsu offers its signature brand signal analyzer, which is a combination of spectrum analyzer and vector signal analyzer.

In the Vector Network Analyzers range of products - popularly known as the VNA's, Anritsu offers its 37000D series, MS4630B, Scorpion series and more. These products are also designed for diverse applications like fast measurements in electronics production lines, broadband communications, radar, satellite, defense etc. The increasing complexity in the devices that needs to be tested poses continuous challenge to equipment vendors. Anritsu recognizing the challenges, with the aid of its dedicated research and development team offers innovative solutions to the diverse market needs. Currently, it is also involved in

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developing 9 port and 18 port test system in the VNA range of products.

In the signal generator range of products, again the products meet diverse customer requirements including Defense, Communications, R&D and maintenance sectors. Product categories include MG724E1/G1, MG3681A, and MG3690B.

INNOVATOR PAR EXCELLENCE

Anritsu has always been recognized as a company to offer innovative solutions continuously in an ever changing end-user industry. It also earned the Frost & Sullivan Market Engineering Award for Product Innovations and Introductions during the year 2001. Anritsu has only continued to keep up this dedication in meeting its customers' needs.

The communications industry is undergoing a rapid change in technology and the pace of these developments are believed to continue well into the next several years. Technologies such as 3G deployment and advancements in 4G research, proliferation of 802.11 modes, WiMax design etc. are believed to drive the market in the coming years.

Recognizing the testing needs in the developing communications industry and other industries as well, Anritsu has introduced several new products in the past year. The new products include MG3690B, MG3700A Signal generators, ME7808B and Lightning family VNA's, Spectrum Master - Handheld spectrum analyzers, and Signature brand signal analyzers. Anritsu also has planned for the release of a vector signal generator for HSDPA (High Speed Downlink Packet Access) applications.

INDUSTRY RELATIONS AND TRAINING PROGRAMS

A common trend in the test and measurement industry is that many manufacturers prefer to rent or lease the test equipments rather than investing to purchase them. Recognizing this trend, Anritsu has partnered with various rental and leasing companies.

Anritsu also offers diverse training programs aimed at educating test engineers and other testing personnel on the usage of test equipments. This enables Anritsu to develop a growing partnership with end users, as well.

CONCLUSION

The test and measurement marketplace caters to diverse customers ranging all the way from communications, electronics to automobile industry, defense and other sectors. It is a major challenge for any manufacturer to develop and offer products satisfying the diverse customers and testing needs. Anritsu is no exception. But the company has continued to keep up its commitment towards its customers by offering diverse range of product lines and continuous innovation to keep up with the pace of the industry. Hence, we at Frost & Sullivan believe Anritsu as the deserving recipient of the 2005 Product Line Strategy Award in the Signal Generators, VNA's and Spectrum Analyzers market.

Anritsu

For More Information, Contact:

Frost & Sullivan
210.247.2496
www.frost.com

Anritsu
1-800-ANRITSU
www.anritsu.com