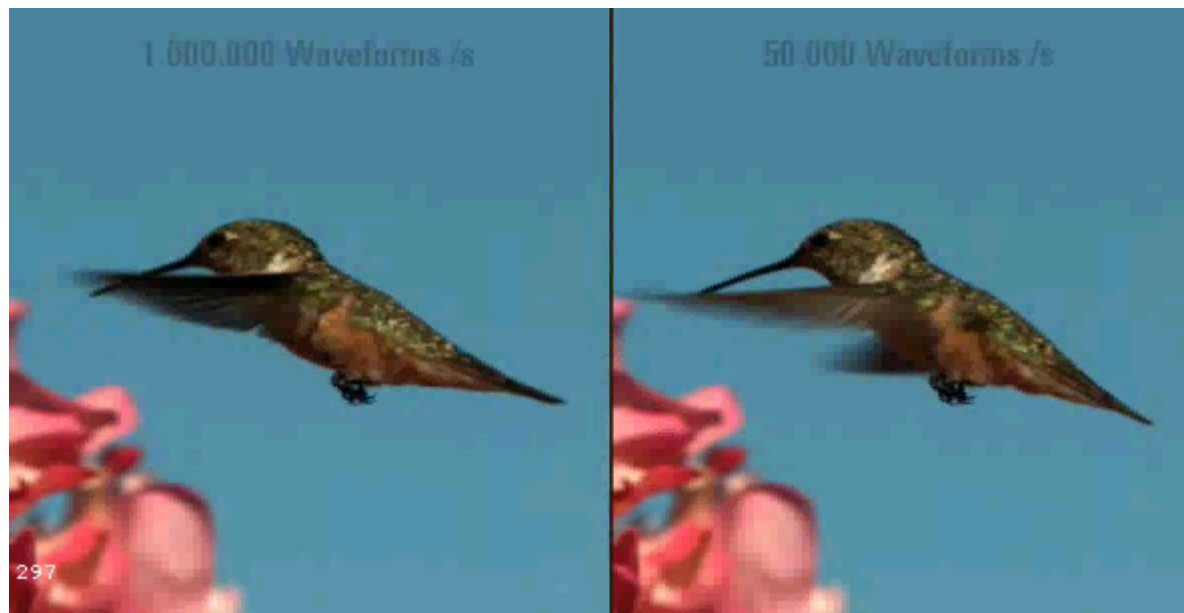


International Business Opportunities

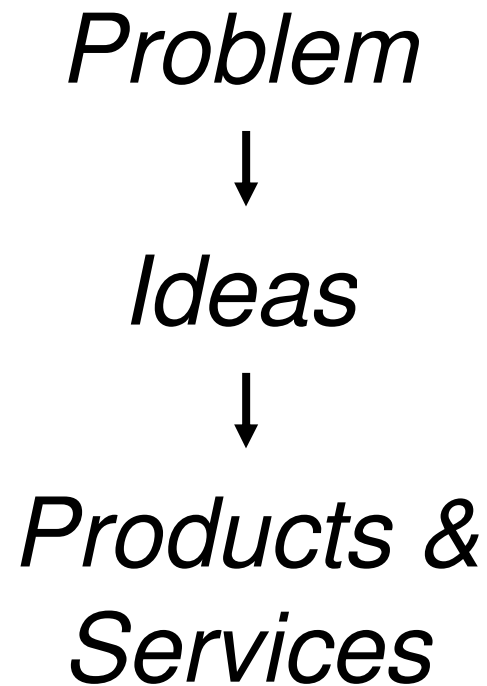
Innovation Hothouse

Frank Mackel, Managing Director, Rohde & Schwarz UK



Drivers for Innovation

Innovation Hothouse



Growth Companies

Innovation Hothouse

Rohde & Schwarz / €1.4 billion Turnover / >7000 Employees

■ Engineers in R&D	>1,400
■ Number of registered patents	>1,000
■ Number of new patents/year	100
■ Number of products	500



Growth

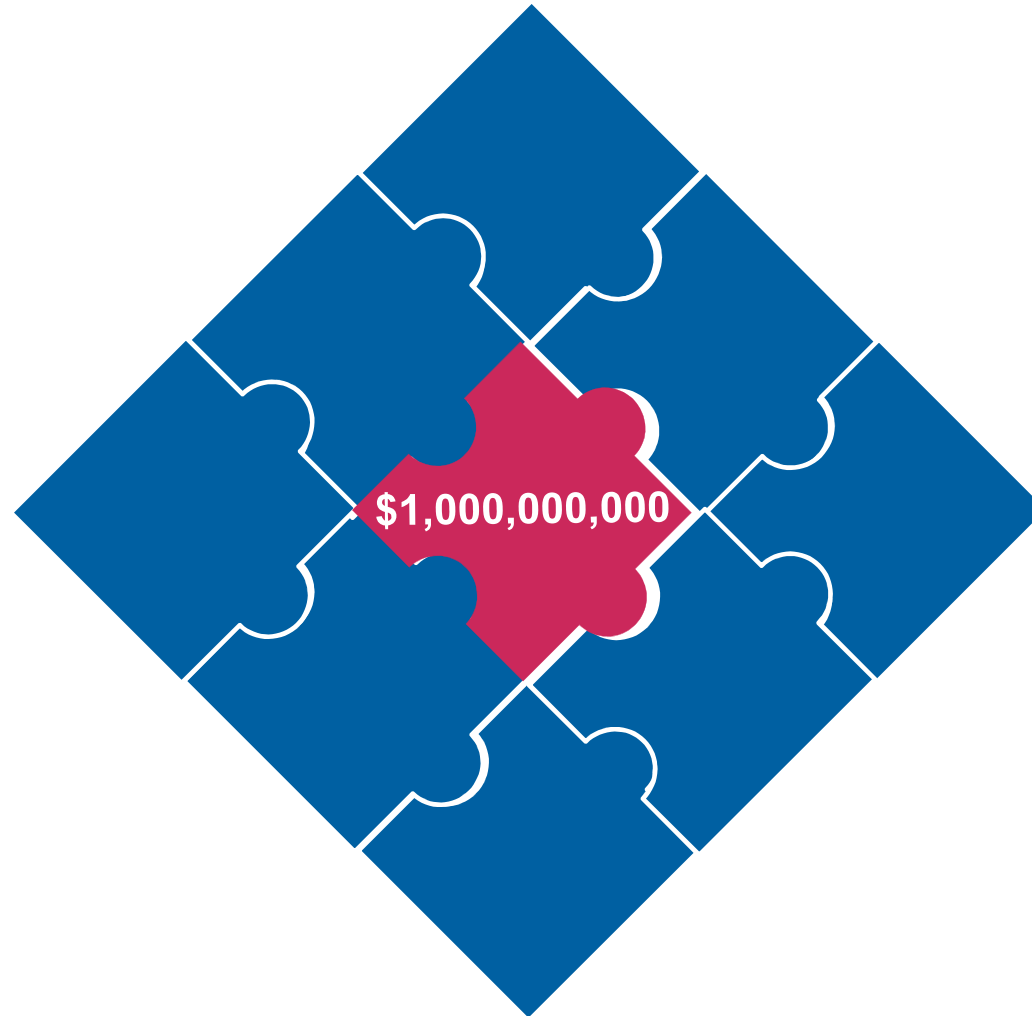
Innovation Hothouse

$$\begin{array}{r} \text{Market} \\ + \text{Portfolio} \\ + \text{Organisational} \\ \hline \text{Growth Rate} \end{array}$$



Innovation - Market Access Strategy

Innovation Hothouse



Innovation - Market Access Strategy

Innovation Hothouse

Rethinking the Oscilloscope

- Ease of use
- Digital triggering
- Displaying 1 million waveforms/sec



International Business Opportunities

Innovation Hothouse

New products & services
with the potential to make
a major impact on the
global markets

Thank You

