

Rohde & Schwarz reinforces its commitment to the value instruments range with three new channel partner products

At embedded world 2017, Rohde & Schwarz demonstrates that outstanding quality and innovation do not have to come with a high price tag. By introducing three entry-level test and measurement products with best in class performance, the Munich-based T&M expert is fortifying its growing commitment to its value instruments range of products. For these and other entry-level products, Rohde & Schwarz is currently extending its distribution network of channel partners worldwide.

Munich, March 14, 2017 — Developers and engineers have been relying on the test and measurement expertise of Rohde & Schwarz for more than 80 years. Mainly known for its innovative strength in high-end testing solutions, Rohde & Schwarz is now stepping up the game by transferring this knowledge and the same quality standards to the entry class. The result: innovative test and measurement products at comparable prices as competitive products, but with superior performance.

Three new entry class T&M instruments

The R&S RTB2000 is the first entry-level oscilloscope to offer a 10-bit vertical resolution as well as 10 Msample memory and a 10" touchscreen. The R&S FPC1000 entry-class spectrum analyzer features a flexible keycode upgrade concept, solid RF performance, the largest and highest resolution display in its class and integrated Wi-Fi for remote control. The R&S NGE100 is a practical addition to every user's lab bench, offering a two- or three-channel 66 W/100 W power supply with galvanically isolated and potential-free channels, low ripple and protection functionality for voltage, current and power – separately settable for each channel.

Extending channel partner network

For these easy-to-use instruments, Rohde & Schwarz is extending its network of distributors and channel partners in key regions around the world. Over 100 distributors have now added Rohde & Schwarz value instruments to their portfolio. This poses a significant change in the Rohde & Schwarz distribution strategy, which formerly consisted mainly of direct distribution of its predominantly high-end portfolio.

Bob Bluhm, Vice President Value Instruments at Rohde & Schwarz was appointed to further accelerate this development: “We have set our mind on building an industry-defining portfolio in the entry-level range that is ideal for channel partner distribution. For a company traditionally associated with high-end RF testing solutions, this is a significant step towards our goal to become a full portfolio provider. We challenged our engineers to create new instrumentation in this price class in response to increasing customer and market needs. They enthusiastically accepted the challenge and succeeded in delivering world-class test and measurement products at a previously inconceivable price performance ratio with the quality expected from Rohde & Schwarz.”

Rohde & Schwarz will present the R&S RTB2000, the R&S FPC1000 and the R&S NGE100 to the public for the first time at the embedded world 2017 international trade fair in Nuremberg, Germany, from March 14 to 16, 2017. All three products will be available from Rohde & Schwarz and selected distribution channel partners as of March 14, 2017.

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Rohde & Schwarz

The Rohde & Schwarz electronics group offers innovative solutions in all fields of wireless communications as well as in IT security. Founded more than 80 years ago, the independent company has an extensive sales and service network with subsidiaries and representatives in more than 70 countries. On June 30, 2016, Rohde & Schwarz had approximately 10,000 employees. The group achieved a net revenue of approximately EUR 1.92 billion in the 2015/2016 fiscal year (July to June). The company is headquartered in Munich, Germany, and also has strong regional hubs in Asia and the USA.

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