

PRODUCT ANNOUNCEMENT

FLUKE®

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The New Fluke 233 Remote Display Digital Multimeter

Imagine the possibilities!



The first Fluke digital multimeter with a detachable display is here.

The 233 wireless remote DMM allows maintenance professionals to address an age-old problem - display positioning.

Your customers struggled with:

- Twisting uncomfortably to read the display and keep the probes in place
- Wishing for a third hand while taking a measurement
- Running from one place to another to take a measurement
- Needing a second person to read the display, while they were flipping the switch
- Focusing on the display, while making sure the probes stayed in the right place

This product is new, innovative and will get your customers attention. As such we encourage you to promote this product early to your customers as much as possible. It will be a great reason to call on customers again and a great sales conversation opener. We encourage you to use it as much as possible.

Now, their problems are over.

The new Fluke 233 can be used for even the most common meter measurements and is especially suited for those situations where display viewing is challenging

Key Features and Benefits:

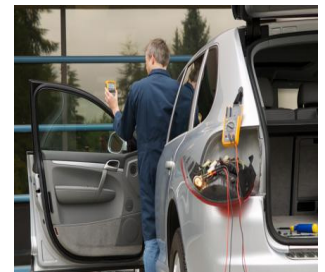
Feature	Benefit
Removable magnetic display	Expands measurement options, safety and accuracy
No need to hold the meter to read measurement values	Removes need for "third hand" or stretching to get measurements
Improved visual focus on probes	Increases accuracy and safety
Use as a conventional multimeter when the display is connected	Increases DMM functionality and need for multiple meters

Auto power off, radio is turned off when the display is connected to the meter	Increases battery life
True-rms ac voltage and current for accurate measurements on non-linear signals	Enables large range of measurement capabilities
Large digit display with bright backlight	Easy to read measurements in any setting
Displays may be interchanged between 233 meters	If multiple units are being used there is no worry about mixing up display heads

Prospective customers:

Typical Job Titles	Work Environments	Types of Applications
<ul style="list-style-type: none"> • Application Engineer • Controls Technician • Electrical Engineer • Electrical Technician • Field Service Engineer • Instrumentation Specialist • Maintenance Manager • Electronic Engineer • Manufacturing Engineer • Plant Engineer • R&D Engineer • Industrial Electricians 	<ul style="list-style-type: none"> • Any company installing or maintaining electronic machinery / Plant equipment • Working on Electrical panels • Working on HVAC systems • Working in the automotive sector • Any company developing, installing or maintaining electronic devices 	<ul style="list-style-type: none"> • In plant automation • Power distribution • Electro-mechanical equipment • Industrial electronics • Electronic components / sub-assemblies • Industrial / Electrical equipment • Automotive

Here are some ways they might use it:



Customers will buy a Fluke 233 Remote Display Multimeter because:

- Expands their capabilities
- Increases their productivity
- Desire to have the first remote display meter
- Rugged, reliable, accurate meter
- Great price
- Terrific ROI

Questions you may encounter and the answers:

- Q: How far away can the display be used from the meter?
A: The wireless range is 30 feet, but it may be higher in certain situations or environments.
- Q: Will I lose my reading if I remove the display while I'm taking a measurement?
A: No, you won't. The display can be removed during a measurement reading without any reading interruptions
- Q: What happens if my co-worker and I both have this remote display meter and we accidentally get the displays mixed up?

A: A great thing about this meter is that it will automatically match itself to whatever display is put on it. All a user has to do is put on the display and then turn the meter on and off.

- Q: Is there any way to help me locate a misplaced or lost display?
A: The beeper is located in the display module; to locate a misplaced display you can either push the yellow shift button or place the meter base in the continuity function and while shorting the test leads together.
- Q: I bet this is really expensive. How much extra am I paying for this technology?
A: The cost of the meter is \$550.00 excl. GST, which makes it competitive with other mid-range meters.
- Q: Who else makes a remote display meter?
A: No one else is making one.
- Q: I work in a noisy environment. Will I have to worry about interference compromising the integrity of the reading?
A: No, the Fluke 233 Remote Display module is shielded so it won't be a problem.
- Q: Can I use this meter with the display attached to the multimeter?
A: Absolutely! The 233 functions with the display on or off the meter to optimize flexibility.
- Q: I bet it has a short battery life because of the remote display.
A: No, it has a 400 hour battery life which is similar for most multimeters.

Product Specifications:

Counts	6000
Voltage: 1000 V AC/DC	•
Current: 10 A AC/DC	•
Resistance: 40 MΩ	•
Continuity / Diode	•
Capacitance: 10,000 μF	•
Frequency 500kHz	•
Min/Max/Avg Hold, Auto and Manual Range	•
Temp -40 °C to +400 °C (Display °C or °F)	•
Wireless Range	10 meters
Safety Rating	CAT III 1000 V CAT IV 600 V
Warranty	3 Years
Country of Origin	USA
Australian List Price	\$550.00 excl. GST
Size (H x W x L) cm	5.3 x 5.3 x 19.3
Weight	604 g

Fluke 233 Remote Display Multimeter Includes:

- Getting Started Manual (Printed)
- AA Batteries, installed
- Test leads
- AC72 Alligator clips
- 80BK-A Temperature Probe
- CD-ROM (user manual & technical notes and application images)



Ordering Information:

Fluke Model #	Description	Dimensions Size (H x W x L) cm	Weight	Country of Origin	List Price
Fluke 233	Remote Display Multimeter	5.3 x 5.3 x 19.3	604 g	United States	A\$ 550.00 excl. GST

The discount code for this product is T and the product is classified as an “A” stocking items. The box order quantity is 5 units.

Demonstration units.

There is no demonstration offer for this product.

Introduction Schedule:

Activity	Date
Open for Orders	September 28, 2009 (3 Week lead time on initial stocking orders)
Public Announcement Date	October 5, 2009

Merchandising - use to generate awareness and stimulate immediate sales of the new Fluke remote display multimeter.


Point of purchase display:

- Five foot cut out 233 Multimeter with brochure rack

Counter pad:

- Window counter pad with insert showing 233 Remote Display Multimeter and the new Fluke Fall 2009 products

Sales Support Collateral:

Item	Description	Format	Literature #
233 Data Sheet 	2 page data sheet showing features, benefits and specifications of products	Print on demand / PDF	3476728A
DMM Selection Guide	6 page overview of full line of Fluke digital multimeters	Print	3272127B
DMM Sales Guide	Document for use by inside and outside sales people. Includes Q&A, specs, competitive data	Print	3530997A
233 Flyer	2 page overview of 233	Print	3531449
233 Web Banners	Animated and non-animated web banners	Gif, Flash	3499036
233 Email Blast #1	Email blast designed to "tease" prospects to visit web page	HTML	3499024
233 Catalog Page	Copy for use in distributor catalogs	Word	n/a
233 Application and Beauty Images	Images in a variety of resolutions for use on web and print applications	GIF	n/a
233 POP Display	Five foot POP display designed for use in branches to stimulate awareness/sales	Print	3530949
233 On Hold Message	Short message that can be recorded for use as an on-hold message for distributor phone systems	Word	n/a
233 Press Release	Release used to introduce product to press for editorial postings on web and in print	Word	n/a
Counter pad with insert	11 x 14" piece designed to be used with Fluke window counter pad. Includes brief information of 233, 28 II, Ti32, 1AC-i	Print	3530985
233 Advertisements	Variety of ads designed for use in print publications. Full page, 4 consecutive 1/4 page ads.	Art File	n/a
233 PowerPoint	Power point presentation designed for use when presenting to customers	PPT	n/a
233 Usage Guide	2 page application/use information to be given to customers	Print on demand PDF	3535537
233 Videos	Short vignettes showing various applications and display removable	Flash	n/a