

# PRODUCT ANNOUNCEMENT



By: Henk van Velze

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## The New Fluke 27 II & 28 II Multimeters

*The New Standard for Rugged!*



**Waterproof & dustproof IP67 digital multimeters are designed for the toughest environments and users. These two new meters:**

- Are made for customers who need a heavy duty, water and dust resistant digital multimeter
- Bring the old Fluke 27 up-to-date with a modern look, feel and feature set to match
- Have an improved feature set that extends the appeal of Fluke 27 by attracting industrial customers who work in harsh environments
- Address the needs of customers who prefer True-rms (Fluke 28 II) in a rugged DMM
- Have an extended operating temperature range -40° C to + 55°C and 95% humidity for 20 minutes
- Are engineered and tested to withstand a 3 m drop

### Key Features and Benefits:

Feature	Benefit
IP67 dustproof and waterproof housing	Can be used in the harshest environments
Unique function for accurate voltage and frequency measurements)	Makes taking measurements on adjustable speed motor drives and other electrically noisy equipment more accurate (28 II)
Built-in thermometer	Allows users to take temperature readings without having to carry a separate instrument (28 II)
Backlit keypad buttons	Provides easy visibility in low-lit areas
Wide 1000 V measurement range	Can be used for large variety of applications
True-rms ac voltage and current	Takes accurate measurements on non linear signals (28 II)
Average responding (27 II)	Same as current Fluke 27
Floats	Makes working around water even easier. It keeps working and will float to the surface in fresh or salt water.
Reversible holster	Added protection for display when not in use

Designed to withstand 3 meter drop (with holster)	Increased ruggedness
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#### Prospective customers include those who:

- Work outdoors
  - Cement Plants, Electrical Utilities
- Work in wet facilities
  - Food Processing, Chemical Processing
- Work in dusty environments
  - Cement Plants, Steel Mills and Foundries
- Work in hazardous areas
  - Mining (MHSA approval pending)
- Want the highest level of durability
  - Military

#### Customers will buy a Fluke 20 series II Display Multimeter because:

- Familiar and easy-to-use look and feel (no learning curve for customers)
- Waterproof & dustproof housing - IP67
- Tough design for industrial environments
- Engineered and tested to withstand a 3m drop
- Solve more problems
- Motor drives and other noisy equipment (28 II)
- Built-in thermometer (28 II)
- Large and easy-to-read display
- Reversible holster - added protection when not in use
- Diagnostic functions to catch problems when you are not watching
- Latest Electrical Safety Compliance
- Cat III 1000 V / CAT IV 600 V



#### Questions you may encounter and the answers:

- Q: Will the original Fluke 27 still be sold?  
A: No, the 27 II and 28 II replace it.
- Q: The 27 was designed for the military, are these products the same?  
A: These products are designed to military specifications but that means they are particularly rugged and reliable and can be used in virtually any environment.
- Q: Is the 3 meter drop classification the same as it is for other Fluke meters?  
A: Most Fluke meters have a 1 meter drop classification, so the 27 and 28 II have a drop guarantee that is 3X higher. It is also important to note that Fluke specifications are tested and designed to work every time at that spec, unlike many of our competitors who can't make that guarantee.
- Q: Are these really waterproof? For how long?  
A: These meters have a completely sealed case, so they are waterproof. They are tested for 30 minutes fully submerged.

## What is the difference between the 27, the 27 II and the 28 II?

Feature	Old Fluke-27	New Fluke-27 II	New Fluke-28 II
Waterproof	Yes	Yes, IP67	Yes, IP67
Dustproof	Yes	Yes, IP67	Yes, IP67
Backlight	No	Dual Level	Dual Level
Illuminated Keypad	No	Yes	Yes
Capacitance	No	Yes	Yes
Frequency	No	Yes	Yes
Temperature	No	Yes	Yes
Display Resolution	3200 counts	6000 counts	20000 counts
Peak Min Max	No	No	Yes
Lo pass filter for VSD's	NO	NO	Yes
Safety Rating	1000V CAT III	1000V CAT III/ 600V CAT IV	1000V CAT III/ 600V CAT IV
MSHA approval	Yes	Pending	Pending
IP Rating	No	Yes	Yes
Dimensions	5.6 H x 9.5 W x 20 L	6.4 H x 10 W x 19.8 L	6.4 H x 10 W x 19.8 L
Weight	0.7kg	0.7kg	0.7kg

## Product Specifications:

	Fluke 27 II	Fluke 28 II
Agency Approvals: CSA, C-US, C-Tick, TUV	Average Responding	True-rams
Counts	6000	6000 / 19,999
Voltage: 1000 V AC/DC	•	•
Current: 10 A AC/DC	•	•
Resistance: 50 MΩ	•	•
Continuity / Diode	•	•
Capacitance: 10,000 uF	•	•
Frequency 200kHz	•	•
Min/Max/Average, Hold, Auto and Manual Range	•	•
Peak Min/Max		•
Temperature: -40 °C to +1090 °C (Display °C or °F)		•
Low Pass Filter for working on variable speed drives		•
Safety Rating	CAT III 1000 V CAT IV 600 V	
Battery life	800 Hrs.	
Warranty	Limited Life Time	

## Fluke 27 II & 28 II Multimeters Include:

- Getting Started Manual (Printed)
- AA Batteries, installed
- Test leads
- AC72 Alligator clips
- 80BK-A Temperature Probe (Fluke 28-II)
- CD-ROM (16 language 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 excl. GST
FLUKE-27-II	FLUKE-27 II Rugged IP 67 Industrial Multimeter	6.4 H x 10 W x 19.8 L	0.7kg	United States	A\$ 775.00 excl. GST
FLUKE-28-II	FLUKE-28 II Rugged IP 67 Industrial Multimeter	6.4 H x 10 W x 19.8 L	0.7kg	United States	A\$ 825.00 excl. GST*

The Fluke 28-II will have an introduction price for 6 months of A\$ 795.00 excl. GST after which on the 5<sup>th</sup> of April the price will be A\$ 825.00 excl. GST

The discount code for these products is T and these products are classified as a "B" stocking item.

**Introduction Schedule:**

Activity	Date
Open for Orders	October 12, 2009 (4 week lead time on initial orders)
Public Announcement Date	October 5, 2009

**Order Requirements:**

No minimum order requirements

**Sales Support Collateral:**

Item	Description	Format	Literature #
27/28 II Data Sheet	2 page data sheet showing features, benefits and specifications of products	Print on demand / PDF	3476770A
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
27/28 II Flyer	2 page overview of 27 and 28 II	Print	3531460
27/28 II Web Banners	Animated and non-animated web banners	Gif, Flash	3535603
27/28 II Email Blast	Email blast designed to drive prospects to visit web page	HTML	3531460
27/28 II Catalog Page	Copy for use in distributor catalogs	Word	n/a
27/28 II Application and Beauty Images	Images in a variety of resolutions for use on web and print applications	GIF	n/a
27/28 II On Hold Message	Short message that can be recorded for use as an on-hold message for distributor phone systems	Word	n/a
27/28 II 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
28 II Advertisement	Variety of ads designed for use in print publications. Full page ad.	Art File	n/a
27/28 II PowerPoint	Power point presentation designed for use when presenting to customers	PPT	n/a
27/28 II Usage Guide	2 page application/use information to be given to customers	Print on demand PDF	3535543
27/28 II Videos	Short vignettes showing various applications and display removable	Flash	n/a

**Demo discounts:**

At present no demo discounts are available on these meters.