

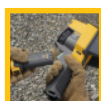
The Fluke Thermography Difference is based on **THREE FOUNDATIONS**

We focus on things that our customers tell us matter the most!



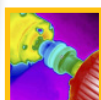
Ruggedness and reliability

- Engineered to withstand a 2-meter drop.
- IP54—Fluke has a higher, stronger interpretation than just the words. Our goal is to never have a product fail.
- Quality general construction—seams and connections are all high quality.
- Lens cover to protect lens from damage.
- Lens guard to protect lens from damage.
- Protective clear plastic LCD cover to protect LCD from damage.
- Battery is designed to be rugged and has shock absorption factors.
- Latches and rubber covers are simple and rugged.
- Buttons and controls, and components are cycle-tested over-and-over again for reliability over time.



Ease of use

- Intelligent design.
 - Button and controls design (with or without gloves).
 - “On screen” user interface design (menu and navigation is simple and discoverable even without the manual).
 - Ergonomics of handle design fits the human hand better.
 - One-handed operation is possible with Fluke. How about others?
 - Left- and right-handed comfort strap to fit the imager to you.
 - “Angle of view/Angle of attack” of the imager for better balance, viewing, and less wrist fatigue.
 - Battery system—removal/replacement/power check all with one hand.
 - Portrait and landscape capability (Ti100 series) gives greater flexibility.
- *IR-OptiFlex™ focusing system* takes the frustration and guesswork out of good focus (Ti100 series).
- *IR-PhotoNotes™ annotation system* captures all of the visible information that you might need all in the same file (Ti100 series).
- *Cardinal Compass* allows you to more easily describe and communicate location of issues (Ti100 series).
- *IR-Fusion® technology* provides better identification and communication of issues, available on most models.



Superior image quality

- Sensor size is important, but it is not everything—how the system works together is more important.
- Fluke builds our own IR engines, and controls and grades sensor quality and performance.
- Fluke controls and engineers our optics for best quality and performance.
- Fluke specifies and programs quality CPU and has highly-trained engineers dedicated to signal processing, color palettes and radiometry.
- Fluke has high standards for LCD quality and performance.
- IR-Fusion® technology strengthens already excellent IR image quality.



Other manufacturers focus instead on bells, whistles and gimmicks—***that's not the Fluke way.***

Fluke core values and mission

- Fluke history and tradition: The customer is FIRST!
- John Fluke Sr's "Mantra": "The customer always has the right to get more than he thought he paid for!"
- We know our customers, and customers help design and test our tools every step of the way!

We "get dirty" with the customer: Doing what the customer does, feeling the customer's pain, feeling the customer's joy.

- Not all manufacturers start with "Customer First"

Miscellaneous Facts about Fluke Thermal Imagers

- **Fluke products are designed, tested, and manufactured in the United States**
 - Fluke designs and engineers our systems in multiple US locations: Everett, WA; Plymouth, MN; Santa Cruz, CA; Keene, NH
 - Fluke designs and builds our own optics – Janos, Keene, NH
 - Fluke tests wafers and builds our own "IR engines" in Plymouth, MN
 - Fluke tests and assembles final imagers in Everett, WA
- **Fluke controls the design of imaging systems from start to finish**
 - Industrial design, mechanical engineering, electrical engineering, electro-optical engineering, radiometric design and firmware programming, SmartView® software design and programming
- **Fluke controls quality of components**
- **Fluke provides our own service at multiple locations around the world**

