

DL Sales News

1. DL750 Demo Unit Sales Promotion!

- While supplies last -- when your customer purchases a new DL750 ScopeCorder at full list price, they can then purchase any available demo DL750 unit listed below for 50% off its original list price.
- 12 DL750s are available for this promotion. Their configurations are:
 - o 3 x 701210-D-J1-HE/M1/C8/C10/G2/P4
 - o 1 x 701210-D-J2-HE/M1/C8/C10/G2/P4
 - o 4 x 701210-D-J3-HE/M1/C8/C10/G2/P4
 - o 1 x 701210-D-J1-HE/M2/C8/C10/G2
 - o 1 x 701210-D-J1-HE/M3/C8/C10/G2/P4
 - o 2 x 701210-D-J3-HE/M3/C8/C10/G2/P4
- Modules are also part of this promotion – for each new module your customer purchases at full list price, they can then purchase another demo module at a 50% discount. This deal is good for up to 16 modules total. (8 new modules at full price + 8 demo modules at 50% discount)
- As always with demo promotions, in order to keep things fair, we will not hold a unit for any reason. The first customer to get us a PO gets the unit.
- I encourage you to act fast and to call your customers right away – these demo units won't last long.



2. And Don't Forget about the Free DL7400 Logic Promotion!

- For a limited time we will give away the /N3 or /N4 logic option to any customer who purchases a new DL7440/80 along with at least one logic probe.

[Note: only the logic option is free, customers still need to purchase one or two 8-bit logic probes to receive the free scope option]
- Our hope is that this promotion stimulates DL7400 sales by giving customer a low cost way to try using a scope for mixed signal analysis.
- Don't forget to point out that the Yokogawa DL7480 is the only 500 MHz scope on the market that offers 8 analog channels and 16-bit logic inputs together.
- Educate your customers on the advantages of having up to 8 analog channels and logic inputs on a single instrument:
 - o Cost savings – A DL7480 w/ (*free*) logic is far less expensive than purchasing one or two 4 channel 500 MHz scopes and a logic analyzer
 - o Improved Accuracy - No need to worry about syncing time bases and triggers between multiple instruments and compensating for delays between multiple instruments



- Convenience – All data is saved in a single file – you don't have to worry about combining data captured on multiple instruments. All the data (analog and digital together) can be opened easily using Waveform Viewer.
- And remember the obvious - this is a discount of up to \$2,800 – everybody loves a deal!
- Go and talk to your customers now – [this promotion only runs through the end of January.](#)

3. Also Don't Forget About Our 500 MHz Scope Promotions...

- We still have a few new previous-generation DL1700s and DL7100s and are anxious to get rid of them. So here is what we are offering:
 - **DEAL #1: Purchase a new DL1700E or DL7400 at list price and your customer can additionally purchase a previous-generation unit at a 40% discount** (full commission will be paid on the new unit; no commission paid on the discounted unit)
 - **DEAL #2: Or...your customer can purchase one of these previous-generation units at up to a 20% discount**
 - The units available are as follows (quantities available and list prices are in parentheses):
 - (2) DL1720: 701705-D-J1/B5 (List: \$5,995)
 - (1) DL1740: 701710-D-J1/B5 (List: \$9,295)
 - (1) DL1740: 701710-D-J1/B5/F5 (List: \$10,290)
 - (1) DL1740: 701710-D-J2/C10 (List: \$9,995)
 - (1) DL7100 (long memory) 701420-D/B5/C9/N2/E2 (List: \$19,340)
 - (1) DL7100 (long memory) 701420-D/B5/N2 (List: \$18,840)

NOTE: If an available unit doesn't quite have the correct option configuration, give me a call and I'll try to make something work.

Thank you for your DL sales efforts!

Best Regards,

Boyd

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