

Dominique Goblet, Sales Manager, France

Aeroflex is an American company which was founded in 1937. It has a staff of 2,600 worldwide and 40 in France, of whom half work in support and service. Its global T/O is 550 M\$. The company has grown thanks to an external development policy in the area of testing and measurement. One of its most significant acquisitions was that of Marconi Instruments in 1998, which was in the meantime purchased by IFR in 2002.

RF&Hyper is the most relevant trade show for our product offer for two reasons. The first is historical: before being Aeroflex, we were Marconi Instruments, and therefore very much "Radio branded", and this legacy remains strong in the company. The second reason is linked to the "Ultra high frequency" orientation of Aeroflex. RF&Hyper, by combining our two specialties, represents for us the best showcase to present our new products, meet our customers and new prospective clients. Aeroflex is entirely in the trade show's name: we are RF&Hyper. In our area, decision making cycles take a long time: no sales are indeed made at the trade show, but this annual rendezvous cannot be ignored.

This year is the continuation of the former years. Our range is growing with new modules in the PXI format (PCI eXtensions for Instrumentation), while focusing on anything pertaining to the WiMAX standard (development and compliance), software suites which can be used with our PXI modules, or our digital modulation generators.

We will also present a new radio bench, spectrum analyzers with digital demodulation: these will be presented for the first time at RF&Hyper as well as extra broad band analyzers and generators for military and space applications. With regard to the latter, the trade show RF&Hyper is the only one to host this type of product and its potential clientele.