

Anritsu Company Earns VNA Price-to-Performance Leadership Award from Frost & Sullivan

*— ShockLine™ Family of Economical, High-performance VNAs Recognized for Filling
Market Void —*

Morgan Hill, CA – October 28, 2014 – Anritsu Company, a global leader in test and measurement solutions, announces it has earned the 2014 Price-to-Performance Leadership award in the Vector Network Analyzer (VNA) market from Frost & Sullivan, the growth management company. The award was presented to Anritsu for its ShockLine™ VNA family that combines simplicity and high performance at an economical price.

“Anritsu has been committed to developing VNA innovations since we helped define the VNA market decades ago. We addressed a key void in the test and measurement industry with the ShockLine VNA family that incorporates advanced patented technologies. The Frost & Sullivan award clearly displays that the ShockLine series achieves unprecedented price/performance that was necessary in today’s environment that calls for lower cost of test and faster time to market,” said Ajaiey Sharma, Director of Product Marketing and Business Development for Anritsu Company.

Frost & Sullivan noted that the ShockLine family addresses the need for economical VNAs with the necessary performance to accurately test passive devices. In making the announcement, Frost & Sullivan stated, “Anritsu continues to change the vector network analyzer market with the ShockLine VNA product family that takes passive device testing to a new level in regards to more superior features in terms of better throughput and cost efficiency.”

Anritsu’s ShockLine VNA family consists of the ShockLine MS46522A series, Economy ShockLine MS46322A 2-port VNA for measurements up to 40 GHz, and the MS46524A 4-port VNAs for differential and multi-port device testing. All three series feature Anritsu’s patented shock line VNA-on-a-chip technology, are packaged in a compact 2U chassis, and are optimized for ultra-cost-sensitive test applications in manufacturing, simple engineering, and education environments.

(more)

“The Anritsu ShockLine solution adds a tremendous value to its users due to the superb measurement capability, small form factor, one GUI and SCPI interface, and VNA-on-a-chip architecture that is the reason for the solution’s cost effectiveness at microwave and millimeter-wave frequencies. Compared to other VNAs in the market, the ShockLine VNA product line offers ease of use and simplicity in the single-ended and mixed-mode S-parameter measurements that are necessary for manufacturing,” said Olga Shapiro, program manager – Communications Test & Measurement at Frost & Sullivan.

Frost & Sullivan analysts used two sets of benchmarks to rank VNA manufacturers. In the customer value excellence evaluation, the five criteria were total customer experience, product/service value, purchase experience, ownership experience and service experience. The criteria for price/performance were feature formula, customer benefits, product/service value, reliability and quality, and prioritization of features. To earn the award, Anritsu proved to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

About Anritsu Company

Anritsu Company is the United States subsidiary of Anritsu Corporation, a global provider of innovative communications test and measurement solutions for more than 110 years. Anritsu provides solutions for existing and next-generation wired and wireless communication systems and operators. Anritsu products include wireless, optical, microwave/RF, and digital instruments, as well as operations support systems for R&D, manufacturing, installation, and maintenance. Anritsu also provides precision microwave/RF components, optical devices, and high-speed electrical devices for communication products and systems. With offices throughout the world, Anritsu sells in over 90 countries with approximately 4,000 employees.

To learn more, visit www.anritsu.com.

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