

### **Anritsu Handheld Spectrum Analyzers Earn 2011 Global New Product Innovation of the Year Award from Frost & Sullivan**

*– MS272xC Spectrum Master™ Named By Global Market Research Organization as Best-In-Class and Noted as ‘Innovative’ and ‘Forward-Looking’ –*

**Morgan Hill, CA – March 9, 2011** – Anritsu Company announces that its MS272xC Spectrum Master handheld spectrum analyzers have earned a prestigious 2011 New Product Innovation of the Year Award from Frost & Sullivan, a leading global market research organization. The award was presented to Anritsu during Frost & Sullivan’s 2011 Excellence in Best Practices Awards Banquet, which recognizes best-in-class companies worldwide.

“Anritsu’s MS272xC Spectrum Master series is built on the core competencies of Anritsu. Frost & Sullivan feels this offering responds to customers’ requirements with concepts and solutions that are both innovative and forward-thinking. Anritsu’s MS272xC is the ‘first of its kind’ on the global market to provide the broadest frequency range ever available in a handheld spectrum analyzer,” said Mariano Kimbara, Research Analyst, Measurement & Instrumentation.

In selecting the MS272xC Spectrum Master as a New Product Innovation of the Year, Frost & Sullivan analysts and consultants used five basic criteria that compared the performance of the leading spectrum analyzers from test equipment manufacturers. They were evaluated based upon the innovative elements of the product, how the company leverages leading-edge technologies, value-added features and benefits, how it increased customer ROI, and customer acquisition/penetration potential.

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Matrix (DSM). The DSM is an analytical tool that compares companies’ performance relative to each other with an integration of quantitative and qualitative metrics. The DSM features criteria unique to each Award category and ranks importance by assigning weights to each criterion.

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“Anritsu is recognized as the leader in handheld test tools. That reputation was strengthened with the introduction of the MS272xC Spectrum Master. We used our experience in designing handheld test instruments and combined it with market research to design an instrument that meets the test requirements associated with the deployment, installation, and maintenance of today’s wireless networks,” said Donn Mulder, VP/General Manager of Anritsu’s Microwave Measurement Division. “Earning the New Product Innovation of the Year is testament to the hard work, dedication, and ingenuity of the people at Anritsu.”

The MS272xC Spectrum Master series provides the broadest frequency range ever available in a handheld spectrum analyzer, thanks to the world’s first 32 GHz and 43 GHz models. Weighing less than 8 lbs., the MS272xC series is designed with an assortment of applications to test the RF physical layer, making it easier than ever to monitor over-the-air signals and locate interferers to ensure the proper deployment, installation and operation of 3G/4G networks.

The MS272xC Spectrum Master is a superior product compared to existing handheld and benchtop spectrum analyzers. It eliminates the need to carry heavy benchtop spectrum analyzers into the field to measure signals above 20 GHz, such as those used in microwave backhaul applications. To further lighten the load, the MS272xC Spectrum Master features over 30 analyzers in one to meet virtually every measurement need.

#### **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 almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

#### **About Anritsu**

Anritsu Company ([www.anritsu.com](http://www.anritsu.com)) is the American subsidiary of Anritsu Corporation, a global provider of innovative communications test and measurement solutions for more than 110 years. Anritsu provides test equipment for legacy and next-generation wired and wireless communication systems. 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.

For more information, visit [www.anritsu.com](http://www.anritsu.com).

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