

Change at the helm of Rohde&Schwarz: Manfred Fleischmann succeeds Michael Vohrer

After a long career with Rohde&Schwarz spanning 35 years, including seven years on the Executive Board and five years as its Chairman, Michael Vohrer (62) has retired. An electrical engineer by profession, Vohrer played a key role in the company's success throughout the years. One of his major contributions was achieving market leadership in the field of mobile radio test and measurement when he headed that division. The company's entry into the oscilloscope market, which is now underway, marks the end of his long and productive career. On July 1, 2010, his colleague Manfred Fleischmann became President and CEO. Gerhard Geier, previously Head of the Radiomonitoring and Radiolocation Division, has been newly appointed to the Executive Board. Managing partner Christian Leicher remains on the Executive Board.

A proven T&M expert, Michael Vohrer mapped out important new paths for Rohde&Schwarz: He launched the R&S®CMU200 universal radio communication tester, one of the company's all-time best selling products. Vohrer is leaving the company for personal reasons: "Now that we have successfully guided the company through the economic crisis and I see that things are back on the right track, I would like to start enjoying my well-earned retirement." At the beginning of the new fiscal year on July 1, 2010, Manfred Fleischmann assumed the role of President and CEO. Fleischmann joined the company 25 years ago, and has been a member of the Executive Board since 2005. In this capacity he was responsible primarily for production,



Michael Vohrer goes into well-earned retirement.

logistics and materials management. Before that, Fleischmann, who is an engineer by profession, held various management positions in quality assurance. "My goal is, together with my colleagues, to maintain the company's economic independence and growth. Driving us toward this goal are both the company's global positioning (for example, our expansion activities in Asia) and its innovative products, such as the newly launched oscilloscopes, which will also open up new markets."



The new Rohde&Schwarz Executive Board: Gerhard Geier, Manfred Fleischmann (Chairman) and Christian Leicher (from left).

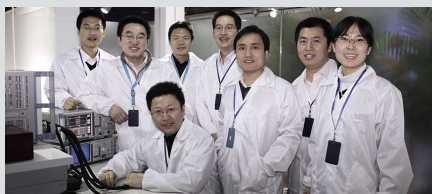
Gerhard Geier is now on the Executive Board. Also an engineer, Geier has been with the company since 1968 and has been a member of Corporate Management for 16 years as Head of the Radiomonitoring and Radiolocation Division. Under his leadership, this division advanced to take its place alongside Test&Measurement, Broadcasting and Secure Communications as one of the four main pillars of the company. With Geier in charge, Rohde&Schwarz most recently entered the field of satellite monitoring and established international R&D capacity in France and Singapore to complement the development activities in Germany. With the new Executive Board, comprised of Manfred Fleischmann, Christian Leicher and Gerhard Geier, Rohde&Schwarz will continue to rely on the proven combination of long-standing experience and innovative expertise.

Rohde&Schwarz China launches open lab

Since the beginning of the year, Rohde&Schwarz China has been operating an open lab in Beijing. The lab is accessible to potential customers and partners at no cost. They can perform experiments and validate their test solutions. This enhanced proximity to the customer should also help Rohde&Schwarz identify new applications. Moreover, Rohde&Schwarz offers support and consulting for the users. The lab is equipped with test and measurement equipment and the associated accessories. The

main focus is wireless communications, aerospace and defense, audio and video, plus EMC.

The open lab team.



New offices in Asia

Rohde&Schwarz Japan has moved into a new office in Tokyo. Headquarters and the Tokyo Sales Office now occupy 880 rather than 570 sqm. The new, representative site should increase Rohde&Schwarz Japan's brand image.

Rohde&Schwarz Korea has opened another office in Darjeon. The objective is to support customers in central and southwest Korea even better.

Samsung produces USB modems for LTE networks with T&M equipment from Rohde & Schwarz

The Korean electronics manufacturer Samsung is the first company to deliver USB modems for commercial LTE networks. Samsung produces these modems by using the R&S®CMW500 wideband radio communication tester from Rohde&Schwarz. It is the only instrument on the market that simulates a base station in the operating mode, allowing transmitter signal quality and receiver sensitivity to be subjected to high-precision tests in the signaling mode. This helps to ensure that all processes such as registration in the network or connection setup function in compliance with standards. The first LTE networks are planned for launch in 2010.

Rockwell Collins names Rohde & Schwarz as Indirect Commodity Supplier 2010

This was the second time that Rohde&Schwarz USA was awarded this title by the Rockwell Collins electronics group. The Supplier of the Year Award is recognition for significant contributions by suppliers. Quality, delivery, total cost of ownership, delivery time and customer service were evaluated. The award was presented during the Annual Supplier Conference by Jeff Moore, Senior Vice President of Operations at Rockwell Collins.

Australian Defence Magazine honors Rohde & Schwarz Australia

The Australian Defence Magazine (ADM) has selected Rohde&Schwarz Australia and its customer Ground Telecommunications Program Office (GTESPO) as award winners. The two companies received the 2009 DMO/ Industry Team of the Year Award. In their first joint effort, GTESPO and Rohde&Schwarz formed a tightly cooperative team. The objective was to deliver a transportable ATC system for the Australian Air Force. ADM, Australia's leading magazine for the defense industry, praised especially how the team mastered the challenges of the tight schedule despite long product delivery times.

Tesat-Spacecom awards supplier prize to the Teisnach plant

The Tesat-Spacecom aerospace company in Backnang, Germany, which is a subsidiary of EADS, awarded the 2009 supplier prize to the Teisnach plant. Rohde&Schwarz was selected best among the 500 evaluated suppliers. The decisive factors for this success are the continuous process improvements and the continuous training of employees.

China Central Television (CCTV) uses R&S®DVM 400

The national Chinese TV provider CCTV is setting up transport stream monitoring for its headend in its new TV center. To do this, CCTV selected the R&S®DVM400 digital video measurement system from Rohde&Schwarz. The objective is to install a monitoring system for 64 transport streams. Currently, three transport streams are already monitored in realtime at one site by means of various routers. Since 2003, CCTV has been operating 14 program channels, six of which are occupied in trials with pay TV and one channel with an HDTV program. In total, CCTV reaches 90 % of the population via satellite.

Rohde & Schwarz Messgerätebau receives Bavarian Quality Award 2010

Rohde&Schwarz Messgerätebau for the first time won the Bavarian Quality Award, which was established in 1993. Altogether 327 Bavarian production companies from industry had been nominated for their outstanding achievements in the areas of quality and quality management. The Memmingen production plant attained a top ranking. It had to prove its expertise in a number of disciplines, including strategy, market image, procurement, production and order handling.

Rohde & Schwarz receives Frost & Sullivan Award

Frost&Sullivan Asia Pacific has named Rohde&Schwarz as the "Secure Military Communications Vendor of the Year 2010". Rohde&Schwarz achieved excellent results in all evaluation categories. Since 2008, the analyst and consulting group has been issuing this award for best practices in aerospace and defense. Frost&Sullivan evaluates factors such as functionality, quality and complexity, service, support and training, or extra service for the customer. Brand recognition, awards and successes also play a role. Rohde&Schwarz was designated winner from among the 17 competing organizations.

Paul Barton, Communications Systems Manager at Rohde&Schwarz (2nd from right), with the certificate.
(Photo courtesy of Australian Defence Magazine.)

