

Challenging Times and Opportunities

To say that 2009 was a challenging year in the semiconductor industry is a bit of an understatement. We have all experienced friends and associates finding other employment opportunities. In addition, as we have continued to see, the best product solutions endure, and adapt throughout difficult times.

Within the Semiconductor arena, there have been numerous changes, and in some cases, companies have ceased to exist. Of course, there has also been a great deal of consolidation as well. How many facilities have you passed and noticed that the name on the building has changed, again? Alternatively, perhaps the name remains on the building, however it is empty.

Recently, some “acquisitions” occurred within the probing industry, and in this case, it was a consolidation of two prober organizations. As a positive result for customers, this has clearly positioned Signatone as the genuine “number two” worldwide analytical probing equipment supplier.

Of course, this consolidation has also left many existing customers of those other organizations with unanswered questions and perhaps some concerns. For example:

- Who is going to be servicing the installed base?
- What happened to their local Sales and Service people?
- How will the product offerings change?
- Is there someone you can reach on the phone with your questions and concerns?
- Can you get a quote in a timely manner?

With Signatone having been in this probing solution market for over **40 years**, we feel that one of the most important aspects of the competitive model is the interaction with our customers. Signatone is always looking for ways to do or add that special something, which will make your probing project successful. We have no problem creating something that no other vendor can easily produce, as a one off.

From a technical perspective, Signatone offers a full line of probing solutions for failure analysis, characterization, RF/microwave, solar, MEMs, etc. Those consolidation changes do not have to limit your choices.

With tenure of over four decades, Signatone has been a company dedicated to producing quality solutions, providing the best customer service, and always “being there for you”. We are thriving because of one simple idea; we treat the customers as we expect to be treated in our own lives.

Only time will tell what this industry probing “acquisition” will mean, but I suspect that many of you out there are weary of being treated as a source of revenue, instead of “a friend in the business”, and I invite you to take a look at what Signatone has to offer – perhaps for the first time. In addition, if you would like to upgrade via a trade in of an older prober, Signatone has a plan for that as well. Give us a call.

Sincerely,
Richard Dickson
President

