

PRODUCT ANNOUNCEMENT

FLUKE®

Date: August 13, 2009

Fluke Ti32 and TiR32 Thermal Imagers and Accessories *Introducing a new line of Performance Thermal Imagers!*

**High performance thermal imagers have never been...
this affordable, this rugged or this easy to use ... until *now*.**



Fluke is excited to announce the addition of two new, high-performance, thermal imagers to our portfolio of rugged, reliable, and easy to use imagers.

The new Fluke Ti32 and TiR32 thermal imagers combine a powerful 320x240 FPA sensor with field upgradeable lenses, removable batteries, and many new features. Built on the award winning design of the Ti25 family, these new imagers deliver amazingly clear image quality in a package that will withstand the toughest environments. Intended for industrial and building diagnostic applications, the Ti32 and TiR32 will allow our customers to find, fix and prove problems and repairs fast. In these tough economic times, we all have to do more with less. These new imagers help our customers do exactly that.

Ti32 and TiR32 Features and Benefits:

- Award-winning Ti25/TiR1 design
- 320X240 FPA (60HZ and 9HZ versions)
- Industry-leading $\leq 50\text{mK}$ thermal sensitivity (NETD) to see even the smallest temperature differences which could indicate a problem
- Expanded temperature measurement
 - Ti32: $-20\text{ }^{\circ}\text{C}$ - $+600\text{ }^{\circ}\text{C}$
 - TiR32: $-20\text{ }^{\circ}\text{C}$ - $+150\text{ }^{\circ}\text{C}$
- Two (2) replaceable, rechargeable LiON batteries for extended use situations
- External charging bay or in-imager charging
- Field-installable optional telephoto and wide-angle lenses
- New features:
 - High temperature or dew point alarms
 - Transmission correction
 - Better level/span adjustment
 - Thumbnail view memory
 - New display options
 - Ultra-Contrast™ palette options
 - .IS2, .BMP, and .JPG File formats on imager
 - Imager information
- Patented Fluke IR-Fusion® Technology both in camera and software combines visible (visual) image with IR image in full screen or picture-in-picture views for easy identification and reporting of problems
- Rugged and reliable: Engineered to withstand a 2 meter (6.56 feet) drop
- 640 x 480 large 3.6" diagonal color LCD display (landscape format)
- SmartView® analysis and reporting software (with free upgrades through life of product)
- Removable 2 GB SD memory card for easy storage and transfer of thermal and visible images
- Multi-function memory card reader
- Complete solution includes hardware and software to get you going
- Two-year warranty
- Extended service and warranty options

Customer Applications:

Who uses it?	Where is it used?
<ul style="list-style-type: none"> ▪ Maintenance professionals ▪ Troubleshooting technicians ▪ Preventative maintenance professionals ▪ Predictive maintenance professionals ▪ Industrial and commercial electricians ▪ Commercial HVAC/R technicians ▪ Facilities managers ▪ Weatherization specialists ▪ Energy auditors ▪ Restoration and remediation professionals 	<ul style="list-style-type: none"> ▪ Industrial plants (manufacturing, process, petrochemical, etc) ▪ Commercial buildings ▪ Schools ▪ Hospitals ▪ Electrical and water utilities ▪ Residential dwellings

Basic Product Specifications for Ti32 and TiR32:

	Fluke Ti32	Fluke TiR32
Temperature measurement range (not calibrated below -10 °C)	-20 °C to +600 °C (-4 °F to +1112 °F)	-20 °C to +150 °C (-4 °F to +302 °F)
Temperature measurement accuracy	± 2 °C or 2 % (at 25 °C nominal, whichever is greater)	± 2 °C or 2 % (at 25 °C nominal, whichever is greater)
On-screen emissivity correction	Yes	Yes
On-screen reflected background temperature compensation	Yes	Yes
On-screen transmission correction	Yes	Yes
Image capture frequency	60HZ	60HZ
Detector type	320 X 240 Focal Plane Array, uncooled microbolometer	320 X 240 Focal Plane Array, uncooled microbolometer
Infrared spectral band	7.5 µm to 14 µm (long wave)	7.5 µm to 14 µm (long wave)
Thermal sensitivity (NETD)	≤ 0.05 °C at 30 °C target temp. (50 mK)	≤ 0.05 °C at 30 °C target temp. (50 mK)
File formats (on imager)	Non-radiometric (.bmp) or (.jpeg) or fully-radiometric (.is2)	Non-radiometric (.bmp) or (.jpeg) or fully-radiometric (.is2)
Memory review	Thumbnail view navigation and review selection	Thumbnail view navigation and review selection
Standard palettes	8	8
Ultra Contrast™ palettes	8	8
Fast auto toggle between manual and auto modes	Yes	Yes
Fast auto-rescale in manual mode	Yes	Yes
Minimum span (in manual mode)	2.5 °C (4.5 °F)	2.0 °C (3.6 °F)
Minimum span (in auto mode)	5 °C (9 °F)	3 °C (5.4 °F)
Color alarms (temperature alarms)	High-temperature alarm (user-selectable)	Dewpoint temperature alarm (user-selectable)
Batteries	Two lithium ion rechargeable smart battery packs	Two lithium ion rechargeable smart battery packs
Battery life	Four+ hours continuous use per battery pack (assumes 50 % brightness of LCD)	Four+ hours continuous use per battery pack (assumes 50 % brightness of LCD)
Drop Test	2 meter (6.5 feet) with standard lens	2 meter (6.5 feet) with standard lens
Size (H x W x L)	27.7 cm x 12.2 cm x 17.0 cm (10.9 in x 4.8 in x 6.7 in)	27.7 cm x 12.2 cm x 17.0 cm (10.9 in x 4.8 in x 6.7 in)
Weight (battery included)	1.05 kg (2.3 lb)	1.05 kg (2.3 lb)
Supported Languages	16	16

Note: for detailed specifications, please see Technical Data Sheets (3467124 and 3499890)

Included Accessories (all models):

- SmartView® analysis and reporting software
- 2 GB SD memory card
- Multi-function card reader for downloading images into your computer
- Rugged hard carry case and portable soft carry case
- Hand strap, for right or left-handed use
- 2 Lithium Ion removable and rechargeable smart batteries
- AC charger/power supply and two-bay external charger with mains adapters
- Printed Users Manuals (16 languages)
- Interactive training DVD

Optional Accessories (all models):

- Thermal Imager Car Charger (TI-CAR CHARGER)
- Telephoto Infrared Lens (FLK-LENS/TELE1)
- Wide-angle Infrared Lens (FLK-LENS/WIDE1)
- Introduction to Thermography Principles Book (BOOK-ITP)
- Additional Smart Battery (FLK-TI-SBP3)
- Additional Smart Battery Charger (FLK-TI-SBC3)
- Thermal Imager Visor (FLK-TI-VISOR)
- Tripod Mounting Accessory (TI-TRIPOD, expected to be available Fall 2009)

Introduction Schedule:

- Estimated MRR: September 14, 2009
- Order entry opens: September 14, 2009 (except optional lenses, date TBD)
- ATP at launch: 6 weeks (will ship sooner if possible)
- Download of sales kits to Fluke personnel: TBD
- Download of Sales kits to channels: September 1, 2009 at www.fluke.com/tilaunch
- Demo Unit availability: varies by geography
- Public Embargo: September 1, 2009
- www.fluke.com – September 1, 2009

Product Pricing and Ordering Information:

Fluke Model	Part Number	UPC Codes	Product including packaging				Origin	US List Price
			Length	Width	Height	Weight		
FLK-Ti32 60HZ	3472360	0 95969 49878 4	39.4 cm (15.5 in)	21.6 cm (8.5 in)	27.9 cm (11.0 in)	4.3 kg (9.5 lbs)	USA	\$8995.00
FLK-TiR32 60HZ	3472372	0 95969 49879 1	39.4 cm (15.5 in)	21.6 cm (8.5 in)	27.9 cm (11.0 in)	4.3 kg (9.5 lbs)	USA	\$8995.00
FLK-LENS/TELE1	3441176	0 95969 49350 5	13.3 cm (5.25 in)	13.3 cm (5.25 in)	15.9 cm (6.25 in)	0.29 kg (0.64lbs)	USA	\$995.00
FLK-LENS/WIDE1	3441183	0 95969 49351 2	13.3 cm (5.25 in)	13.3 cm (5.25 in)	15.9 cm (6.25 in)	0.32 kg (0.71lbs)	USA	\$995.00
FLK-TI-SBP3	3440365	0 95969 49338 3	13.3 cm (5.25 in)	13.3 cm (5.25 in)	15.9 cm (6.25 in)	0.27 kg (0.60 lbs)	China	\$125.00
FLK-TI-SBC3	3440352	0 95969 49370 3	13.3 cm (5.25 in)	13.3 cm (5.25 in)	15.9 cm (6.25 in)	0.57 kg (1.3 lbs)	China	\$175.00

Fluke Model	Product Family	Model Group	ECCN	Harmonized Code
FLK-Ti32 60HZ	TI	PTI	6A003	9027.50.4020
FLK-TiR32 60HZ	TI	PTI	6A003	9027.50.4020
FLK-LENS/TELE1	ISITI	TIACC	EAR99	9027.90.9500
FLK-LENS/WIDE1	ISITI	TIACC	EAR99	9027.90.9500
FLK-TI-SBP3	ISITI	TIACC	EAR99	9027.50.4060
FLK-TI-SBC3	ISITI	TIACC	EAR99	9027.50.4060

Discount Schedule:

Thermal imager discount: Same as that of Ti10/Ti25/TiR/TiR1 Thermal Imagers

Demonstration Units:

Distributors Demonstration units will be eligible for the standard 40% demo discount. Limitations apply and must be pre-approved by Fluke Sales Management.

Service Plan:

- Standard two year warranty
- Recommended Calibration Cycle: Two Years
- Calibration and service locations: Everett, WA USA; Eindhoven, NL; Singapore, Malaysia
- **Silver Level Service Plan** available worldwide Sept. 2009. Details in separate announcement.
- **Gold Level Service Plan** available Late 2009 (EST.) Details in separate announcement.

Fluke Partner Portal Information:

Get the information you need to market and sell this tools instantly!

Download digital files from the Fluke Partner Portal, including:

- Technical data sheet pdfs
- Brochure pdfs
- Ad pdfs
- E-campaign assets
- Press release
- Photos

Available: 9/1/09

If you have not already registered for access to the Fluke Partner Portal, please go to <https://support.fluke.com> and select Partner Portal – Fluke Industrial Products from the pull down menu, then click register. Complete the registration form and submit it. Your submittal will be approved with 48 hours, at which time you will receive a confirming e-mail with a reminder of the user name and password you selected. Only Fluke distributors and sales staff, not end-user customers, may access the Fluke Partner Portal. Files will be available on September 1, 2009.

There is also a website for downloading some of the assets to assist you in selling these new products. Go to www.fluke.com/tilaunch. This site will also include links to access the Fluke Partner Portal and the Fluke literature site to order printed materials.

Fluke Sales Support Materials:

ITEM	DESCRIPTION	LITERATURE NUMBER
Fluke Ti10/Ti25/Ti32 Technical Data sheet (PN: 3467124-electronic file only)	Specifications information	Available on the Partner Portal website
Fluke TiR/TiR1/TiR32 Technical Data sheet (PN: 3499890 -electronic file only)	Specifications information	Available on the Partner Portal website
Fluke IR-Fusion® Technical Data sheet (2680032-electronic file only)	Specifications information	Available on the Partner Portal website
Fluke SmartView® Technical Data sheet (2680044-electronic file only)	Specifications information	Available on the Partner Portal website
Fluke Ti4X/5X Technical Data sheet (2674273-electronic file only)	Specifications information	Available on the Partner Portal website
Fluke Ti10/Ti25/Ti32 Industrial Brochure (PN:2674264)	Brochure with market, application and product information	Available from Fluke literature or on the Partner Portal website
Fluke TiR/TiR1/TiR32 Building Diagnostics Brochure (PN: 2694792)	Brochure with market, application and product information	Available from Fluke literature or on the Partner Portal website
Fluke Ti4X/5X FlexCam Industrial Brochure (3086220)	Brochure with market, application and product information	Available from Fluke literature or on the Partner Portal website
Thermal Imaging Application Notes	Application note and case studies on thermal imaging (existing application note updates – New case studies in development)	Available on the Partner Portal website
Ti32/TiR32 Media Advertisements (Full page Industrial Ad – 3504149; Buildings Ad – 3504151; Restoration Ad - 3504160)	Media Advertisements, in various formats for use in trade publications	Available on the Partner Portal website
Ti32/TiR32 Banner ads and html email	Banner ads for distributor sites in various sizes, distributor co-branded html email and landing page samples	Available on the Partner Portal website
Emissivity Table chart pdf (3038318)	PDF with Emissivity values	Available on the Partner Portal website
Catalog Copy	Catalog Copy	Available on the Partner Portal website
Application Photography	Application photography showing the Ti32 and TiR32 in use.	Available on the Partner Portal website
Product Photography	“Beauty shots” of the Ti32 and TiR32 showing the product from various perspectives	Available on the Partner Portal website
Thermal Imaging Selection Guide	Interactive Selection Guide that allows end-user to better choose the proper thermal imager for his/her applications and budget	Available on the Fluke website
FOV Calculator	Comprehensive Field of View Calculator that allows you to determine the FOV, IFOV, D:S and detection spot size information for your thermal imager based on your selections.	Available on the Fluke website or the Partner Portal website
Press Release	Press release	Available on the Partner Portal website
Thermal Imager Virtual Demo	Virtual Demo of Ti32 and TiR32	Available on the Fluke Website

Fluke Introduces a New Version of the customer-preferred SmartView® Analysis and Reporting Software!

The powerful SmartView® thermal imaging software package just got better! New enhancements have extended the capabilities of this already popular and easy-to-use tool, which comes standard with each Fluke Thermal Imager. For applications ranging from troubleshooting to comprehensive predictive maintenance programs, or building diagnostic inspections, SmartView® 3.0 delivers the analysis and reporting functionality you need!

SmartView® 3.0 Features and Benefits:

- **New industry specific report templates in compliance with standards**
 - Basic electromechanical template
 - Basic building diagnostic template
- **Enhanced Text Annotation Capabilities**
 - Automatic table population in reports
 - Standard and Metric unit specific text annotation files included
- **Keep your product updated with automatic web updates**
 - SmartView automatically checks for updates every time you start the application
 - Provide feedback to Fluke marketing and engineering personnel on recommendations for enhancements to existing features or to suggest new features that will increase your productivity

Download location:

www.fluke.com/tiswupdates (Requires product registration) Please bookmark this page!

If you have any questions regarding these new products, the new version of SmartView® software, or any of the other information in this announcement, please do not hesitate to contact anyone in the Fluke Thermography Business Unit. We will be happy to help answer your questions.

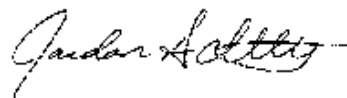
Thank you for your time and attention.

Good luck and Good Selling!

Best regards,



Michael D. Stuart
Sr. Product Marketing Manager



Jordan Schlichting
Software Product Manager