

The Pulse of Innovation

# productronica and Rohde & Schwarz

A review

## 50 years with productronica – A look back and a look ahead

**Your company has been part of productronica from the very beginning – do you have any memories of your company/team's first participation in 1975?**

Although we have no direct memories of the very first productronica, we have been loyal exhibitors for many years. Our earliest records show that the trade show served as an important platform for presenting our innovative measurement technology from the very beginning and helped us establish important contacts in the industry.

# 50 years with productronica – A look back and a look ahead

## What has motivated you/your company to be part of productronica year after year?

productronica is an indispensable meeting place for us to present our latest solutions to an international audience of experts and receive direct customer feedback. The opportunity to showcase our plants in Teisnach and Memmingen as reliable partners for contract manufacturing and high-precision components—from mechanical services to 3D printing—is particularly valuable.

## 50 years with productronica – A look back and a look ahead

**Which moment from the past decades has been particularly memorable for your company/team?**

A particularly memorable moment for us was the 40th anniversary of productronica, where we received a certificate of recognition as a loyal customer from the very beginning. Highlights like this underscore the close connection between Rohde & Schwarz and the trade fair.

# 50 years with productronica – A look back and a look ahead

## How has your company developed over the decades with the trade show?

Our company has developed enormously over the decades. While we employed around 3,000 people worldwide 50 years ago, we now have around 14,000. productronica has helped to strengthen our brand internationally. Here in particular, we have been able to demonstrate that our measurement technology solutions not only serve a single purpose, but also provide answers to a wide range of testing requirements throughout a product's life cycle – from functional tests in the laboratory to end-of-line tests.

# 50 years with productronica – A look back and a look ahead

## How do you see the future – what are your hopes for the next 10 years of productronica?

We hope that productronica continues to be such a great crowd puller. And that it keeps reinventing itself, just as it has done in the past. Short measurement times, low space requirements, and simple operation—the requirements for production measurement technology apply to our test solutions in general. We look forward to presenting them at productronica in the coming decades and shaping the future of electronics manufacturing together with our customers and partners.

## 50 years with productronica – A look back and a look ahead

**Looking back on the last 50 years, is there a product, technology, or historical milestone that we should highlight in particular?**

A milestone in our company's history, which also symbolizes our innovative strength, was the presentation of a world first at the very first productronica: the world's first radio test station with microprocessor control. It combined the functions of various measuring devices and was used in the production of radio devices and assemblies.

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