



L-3 Communications, Celerity Systems

Building an Industry-Leading Brand from Quantum-Leap Technologies

The Challenge:

Newly acquired by L-3 Communications, a billion-dollar conglomerate, Celerity Systems owned unique intellectual property used for government and military special projects, but had no market awareness outside the group of military contractors with whom they did business. Using this IP as a platform, Celerity developed a series of breakthrough test and measurement instruments that enabled digital broadband product testing with unprecedented levels of accuracy. Celerity needed to create a winning image for this new company and best-of-breed product line to a highly-sophisticated technical audience.

OnRamp's Solution:

Celerity's message had to stand up to big-market competition – Agilent Technologies, Anritsu,

and Tektronix. OnRamp implemented an integrated marketing communications campaign that emphasized the ability of Celerity's workstation-based "virtual measurement instruments" to test multiple analog and digital wireless signals. Trade advertising, collateral, public relations, and trade show exhibitions were blended to educate and excite key market influencers and trade media editors.

Results:

Over a two-year period, Celerity became the most written-about player in the field. The trade advertising generated tremendous interest from Celerity's target prospects, and feature articles placed in key publications positioned Celerity as a technology leader.

IMAGINE A TEST & MEASUREMENT SYSTEM THAT DOES ALL THIS

WITH THIS.

The power of Digital Broadband makes possible an entirely new approach to the test and measurement of wireless components and systems. Using this dynamic capability, Celerity has created a series of "virtual" instruments that provide the power, speed and flexibility to test in ways you never before imagined.

More Data Test analog and digital signals with multiple coherent or independent input and output channels quickly, conveniently and cost-effectively. Bandwidths up to 160 MHz and memory to 32 GB.

More Speed Utilizing the fastest embedded Pentium and SPARC platforms, these instruments zip through signal measurements. Ultrafast 8, 10, 12 and 14 bit ADCs and DACs provide the dynamic range needed for 3G, IS-136, EDGE and other broadband wireless testing. Signal acquisition and waveform generation functions cover the spectrum from RF to 40 GHz with our high performance frequency converters.

More Flexibility Through the use of Celerity Systems' unique architecture, these "virtual" instruments create a completely open test environment offering a selection of analysis functions. Digital broadband allows you to change the measurement utility through the use of software based "Virtual Instrument Modules".

New standalone test instruments can be replaced with one box that does everything you need, faster and better. And it is available at a price that will keep your program market competitive.

Whatever your testing challenge may be - product evolution, pre-standard reuse verification, prototyping, field-testing, or final production test and implementation, your capabilities should match your technology. Let us show you how we can help.

Check out the details at www.celidsa.com or call 888-274-5604 for more information.

THE POWER OF DIGITAL BROADBAND FOR WIRELESS TEST.

Celerity Systems
an L-3 communications company

10411 Bobb Road Cupertino, CA 95014 • Phone (408) 873-1001 • Fax (408) 873-1000

