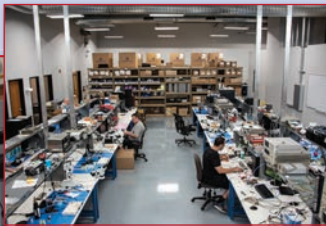
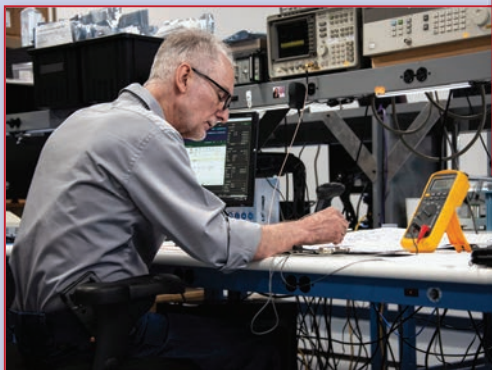


# FAB\$ and LAB\$S

## How Do You Define Value? Signal Hound



Signal Hound, the test and measurement (T&M) company with a mission to provide capable and affordable RF/microwave instruments, would not have been born if Bruce Devine had passed an aptitude test. While an E6 sergeant in the Air Force, he was considered for the job of software programmer. But he failed the aptitude test, and so was assigned to a measurement lab calibrating test equipment. Devine took to the work, developing a passion for metrology and RF, and was promoted to lab chief, overseeing calibration labs in Korea and Arizona. Planning for life after the service, he started a side business buying, selling and repairing used test equipment—at night, as he was supervising calibration labs during the day. This demanding routine lasted six long years, from 1996 until 2002.

After retiring from the Air Force, Devine moved to Washington state to devote his energy to this side business, Test Equipment Plus (TEP). Repairing equipment naturally leads to redesigning, and he saw the opportunity to develop a low cost spectrum analyzer, one delivering “good” performance for a compelling price. The SA44 analyzer was introduced in 2010, the first Signal Hound product and first USB instrument. At the time, the T&M market was well served by very high performance and expensive equipment, yet no one was addressing the need for value. The Signal Hound product family emerged from Devine’s new passion and, in 2014, market success led the company to be renamed Signal Hound.

Signal Hound’s product concept is straightforward: not every test requires the highest frequency, highest resolution instrument. Signal Hound aims to deliver accurate measurements for a fraction of the cost of the high-end equipment, focusing on the components and features that set measurement accuracy and eliminating all the nonessential elements that add cost. Signal Hound has successfully repeated this strategy from that first

spectrum analyzer to a family of spectrum analyzers, signal generators and tracking generators, supported with spectrum analysis, calibration and application software.

By pioneering the value segment of the T&M market, Signal Hound has made high performance test equipment accessible to many small companies, as well as enabling larger companies to deploy much more equipment throughout their R&D labs and manufacturing lines. Inspired by Signal Hound’s success, other T&M companies have entered this segment; however, the competition has not fazed Devine. He and his team continue to respond to customer needs with innovative and affordable instruments. To support the growth, Signal Hound recently moved into a 20,000 square foot facility in Battle Ground, Wash., filling half the space, with room to double the size of the company.

Signal Hound’s mission to provide value to customers extends beyond price and performance. Orders can be placed online and are usually shipped the same day—no later than the next day—as the company keeps a healthy stock of inventory and has 16 international distributors to support customers outside the U.S. All instruments have a two-year warranty and 30-day money back guarantee. If a customer finds an instrument will not meet the need and returns it within 30 days, Signal Hound will refund the price less shipping costs. That is quite a commitment, reflecting confidence in the quality and value of Signal Hound’s products.

Bruce Devine has proven that affordability and performance are not contradictory. His many satisfied customers appreciate that and are thankful he failed that aptitude test.

[www.signalhound.com](http://www.signalhound.com)