

Keysight Technologies

Who We Are: The world leader in electronic test and measurement

Fast Facts

President and CEO Ron Nersesian

Headquarters Santa Rosa, California

Number of Employees 9,500

FY13 Revenue \$2.9 billion

Market Size \$12 billion¹

R&D Centers 12 centers across the world

Sales In more than 100 countries

Key Markets and Rankings Keysight holds the **#1 position** in its industry segments of:

- Communications (wireless data)
- Aerospace and Defense
- Industrial, Computers, and Semiconductors

Website www.keysight.com

Naming Background

Name:

The name Keysight is derived from two English words: key, meaning indispensable or essential, a means of access; and insight, meaning the power of seeing, having vision and perception. The name connotes seeing what others cannot, having the critical or key insight to understand and unlock the changing technology landscape.

Tagline:

"Unlocking measurement insights for 75 years," commemorates the birth of the original Hewlett-Packard Company, from which Agilent's electronic measurement business originated.

Logo:

Keysight's symbol is a stylized waveform – the shape and form of a common electrical signal. The symbol represents the company's 100% focus on electronic measurement once it separates from Agilent Technologies, as well as a tribute to its legacy that dates back to the beginning of the electronic measurement industry as the original Hewlett Packard Company.



Company colors:

The corporate signature's colors are Keysight Red and Keysight Gray.

Milestones

¹ per Company estimates

- Nov. 18 1999** Agilent was spun off from Hewlett-Packard as the largest initial public offering (IPO) in Silicon Valley history
- Sep. 19, 2013** Agilent announced plans to separate into two publicly traded companies through a tax-free spinoff of its electronic measurement company
- Jan. 7, 2014** Keysight Technologies revealed as name of new electronic measurement company
- Aug. 1, 2014** Keysight expected to operate as a legal entity, wholly-owned subsidiary of Agilent
- November 2014** Keysight expected to separate from Agilent through a stock dividend

Market Leadership in Core Platforms

Electronic Design Automation	Highest performance design software used by 2/3 of the world's RF/Microwave designers
Network Analyzers	Highest performance, broadest offering, including industry-leading PNA-X microwave network analyzer
Signal Analyzers	Highest performance signal analyzer family, including the flagship PXA X-Series
Signal Sources	Highest performance signal generators led by the industry-standard PSG performance signal generator
Oscilloscopes	Product leadership in high-performance oscilloscopes via proprietary technology and application expertise
One Box Testers	Two new R&D (UXM) and manufacturing (EXM) platforms for 4G and beyond

Sales and Support

Keysight products are sold primarily through direct sales, additionally utilizing distributors, resellers, manufacturer's representatives, telesales and electronic commerce. We have over 40 service locations and mobile teams worldwide, all using one consistent service network.

Quality

We create customer satisfaction and earn customer loyalty by providing products and services of the highest quality and greatest value. Through our company-wide focus on quality, we integrate quality management principles and methodologies into critical business and decision-making practices.
Our customer loyalty leads the industry.

Corporate Citizenship/Environmental Practices

We conduct business in an ethical, socially responsible and environmentally sustainable manner. Our Environment and Sustainability Policy is to act in an environmentally responsible manner in regard to our operations, products and services. We design, manufacture and distribute products that conform to all applicable environmental, health and safety standards. We give back to the communities where our employees live and work through philanthropy and volunteerism.