



PRESS RELEASE

Rohde & Schwarz and Nisko Technologies cooperate to drive T&M solutions and support in the Israeli market

Nisko Technologies becomes Rohde & Schwarz sales partner in Israel for R&S Essentials bench instruments portfolio

Israel, November 2023 – Nisko Technologies Ltd, the renowned specialist distributor for Embedded & Vision solutions, Test & Measurement equipment and RF & Microwave solutions, and Rohde & Schwarz Israel, one of the world's largest manufacturers of Electronic Test and Measurement Equipment form a strategic partnership in Israel. Through their cooperation, the two companies open up an additional sales and consulting channel for Rohde & Schwarz customers for the R&S Essentials product portfolio, strengthening the Israeli market for test and measurement solutions. "Thanks to the cooperation with Nisko Technologies, customers have even faster and easier access to our steadily growing portfolio of laboratory test instruments", says Alex Genayzer, Sales Manager T&M at Rohde & Schwarz Israel. "We are convinced that the expertise and commitment of Nisko Technologies will ensure that even more customers in Israel will be able to effectively meet their test and measurement requirements in the future."

R&S Essentials portfolio

For 90 years, developers and engineers worldwide have been relying on the T&M expertise of Rohde & Schwarz. The company known for providing innovative performance testing solutions applies the same expertise and high-quality standards to its portfolio of essential bench instruments – the R&S Essentials. This industry-defining portfolio ranges from oscilloscopes, DC power supplies and signal generators to spectrum analyzers, vector network analyzers, meters and counters. For R&S Essentials, Rohde & Schwarz relies on channel partners worldwide like Nisko Technologies, offering customers a one-stop shop experience for any type of T&M task, application and budget. Whether in the lab or field, on campus or in a production facility, R&S Essentials demonstrate that high-quality hardware and software solutions do not have to come with a high price tag.

**Nisko Technologies Ltd**

Nisko Technologies is a subsidiary of the Nisko Group, acting as a leading distribution, representation and integration company within the Israeli market. On top of the wide products range from market-leading companies, being our esteemed vendors, Nisko Technologies has a vast selection of in-house capabilities that allows the optimal match of products and solutions to offer our customers. The Test & Measurement division offers equipment and services, one may find among our customers: R&D centers/NEMs, Service Providers, Operators, Government & Military etc. From the very large OEM's to a large number of Start- Up's and emerging companies. The T&M group offers a team of sales and technical experts. This added value of local support is derived from many years of hands-on experience. Our constant participation in relevant local trade shows, seminars and conferences, our comprehensive advertising in local magazines and our large-quality database of customers, ensures optimal exposure of our principals and their technologies within the market. Our mission at Nisko Technologies is to satisfy our customer's needs by providing state-of-the-art quality service through superior products, systems integration, inventory services, outstanding technical support and professional design-in procedures. "Nisko Technologies is happy to start representing the R&S essentials product portfolio in Israel. R&S essentials is a complementary line to Nisko's product offering and can contribute to enlarge our solutions to many customers from different market segments who are working with us for a few decades in the Israeli developing industry. We wish for fruitful cooperation between both parties", says Dr. Benzi Ofir, Vice President at Nisko Technologies

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Rohde & Schwarz

Rohde & Schwarz is striving for a safer and connected world with its Test & Measurement, Technology Systems and Networks & Cybersecurity Divisions. For 90 years, the global technology group has pushed technical boundaries with developments in cutting-edge technologies. The company's leading-edge products and solutions empower industrial, regulatory and government customers to attain technological and digital sovereignty. The privately owned, Munich based company can act independently, long-term and sustainably. Rohde & Schwarz generated net revenue of EUR 2.78 billion in the 2022/2023 fiscal year (July to June). On June 30, 2023, Rohde & Schwarz had around 13,800 employees worldwide.

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