



Vision Engineering

Since 1958

Non-contact measurement
& inspection systems

Established in 1958

Vision Engineering Ltd is a leading-edge manufacturer of ergonomic stereo microscopes and non-contact measuring systems. Since its formation in 1958, Vision Engineering has become one of the world's most innovative and dynamic microscope manufacturers, with offices across Europe, Asia and North America.



Engineers and scientists worldwide use our systems for a wide range of general magnification, inspection and measurement application in both industrial and life science markets.



Patented Optical Technology

Vision Engineering holds world patents for optical techniques which remove the need for conventional binocular microscope eyepieces. These techniques are employed in Vision's Dynascope™, Expanded-Pupil and Spatial Imaging optical systems and offer users advanced ergonomics, optical clarity and reduced eyestrain leading to improved productivity and accuracy. An example of the benefit of eyepieceless optics can be illustrated in the success of Vision's Mantis stereo viewer.



Research and Development

In recent years, a substantial research and development programme has been the key to success, ensuring that new and existing products are continually developed to meet the needs of science and manufacturing. Vision Engineering continues to lead the way in optical innovation and technology with new products and technology continually under development.



Export and Distribution

With over 80% of manufacturing output exported, Vision recognises the importance of strong distributor relationships and in 1991 received the Queen's Award for Export. Other accolades include the Prince of Wales Award for Technical Innovation in 1997 and a Queen's Award for Technology in 1974.



Vision Engineering Worldwide

Vision Engineering's main manufacturing base is at Send near Woking in Surrey, UK. Further commercial and assembly activities are carried out at a second site in Woking. Vision has a North American division, which manufactures in New Milford, Connecticut, USA and operates direct sales and distribution networks from regional offices on the East and West coasts.

The company also has additional subsidiaries in Japan, China, S. E. Asia, Brazil France, Germany, Italy, and the Benelux countries, plus a network of over 120 stock holding and fully trained distributors servicing all other developed countries. New distribution opportunities are always considered.



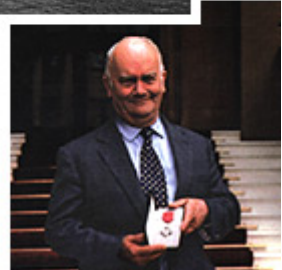
Jaguar Racing

Vision Engineering was founded in 1958 by Rob Freeman, a toolmaker who had previously worked as a race mechanic with the Jaguar Racing Team. Whilst at Jaguar, Rob developed a borescope for inspecting internal race engine parts without the need for disassembly. Subsequently he formed Vision Engineering Ltd as a means of developing his interest in optics applied to manufacturing technology.

The company started off as a specialist optical sub-contractor to large British companies including Rolls Royce, Vickers, Ferranti and GEC. Since then, Vision Engineering has pursued a corporate design and innovation policy that concentrates on optimising operator performance when using optical systems in the manufacturing sectors (electronics, mechanical, plastics, ceramics etc.) and in the life science markets particularly.



Rob Freeman was honoured in 1996 by Queen Elizabeth II with an MBE in recognition of his services to the British Optical Industry.



In becoming an appointed Distributor for Vision Engineering, there are a number of steps to be completed.

1. Distributor Evaluation

The initial steps involve completing the Distributor Evaluation Form, so that we can objectively evaluate your application. This is an important step to complete, since it will form the basis of further discussions. Once this evaluation is complete, you will be contacted by a Vision Engineering representative to discuss your application further.

2. Distribution Arrangement

Once an application to become a Vision Engineering Distributor has been received and conditionally accepted, an appointment will be arranged to further discuss the details of the arrangement. This is likely to involve a visit to your premises or the Vision Engineering head offices. Distributor status will follow for successful applicants.

3. Demonstration Equipment

The Vision Engineering product range lends itself strongly towards an interactive sales approach. Hence, we require all of our Distributors to stock a carefully selected range of products for customer demonstration. Details of products to be stocked will be discussed during the formation of the distribution arrangement.



4. On-site Training

On-site training typically lasts two days and is carefully tailored to provide distributors with the information required to effectively sell and support the Vision Engineering product range. Typically, training will include general principles of microscopy, product training (technical details, markets, applications and support) and several prospective customer visits.

5. On-going Support

Every Distributor of Vision Engineering is assigned a dedicated Export Manager to assist and support Distributor activities. Further training, technical and sales support requirements will be organised, as required, by the respective Vision Engineering Export Manager.

Vision Engineering takes great pride in its long-standing Distributor relationships and strives to assist our dealers in maximising the market potential.

Export Sales Support

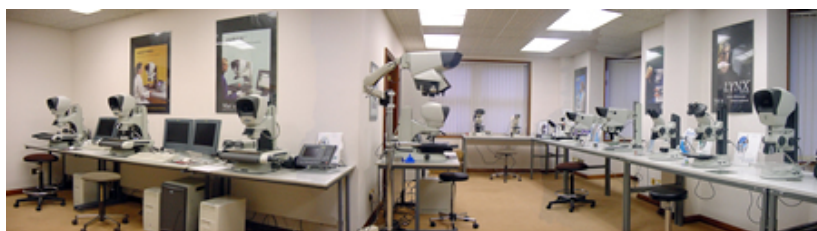
With an outstanding team of dedicated Export Managers, Vision Engineering is able to bring years of experience to assist our Distributors in all aspects of sales, technical and marketing support.

On-site Training

With the appointment of a new distributor comes a refined process of on-site training, which includes essential aspects of microscopy, product training and sales techniques.

Application Development

Additionally, Vision Engineering also provides application development for more complex or critical applications.



Marketing Support

All new Distributors receive a Distributor Support File, which contains an extensive range of product support material plus a Distributor Support CD. The CD contains Vision Engineering's complete catalogue of electronic marketing materials including brochures, user guides, corporate presentations, hi-resolution logos and images as well as advert artwork.

Also available to Distributors is a secure website allowing 24-hour access to Vision Engineering's complete catalogue of marketing resources: www.visioneng.com/partners. Here, Distributors can download the latest marketing materials, view end-user applications and add their upcoming tradeshows details to the International Tradeshow Database. Tradeshow details will then be displayed on Vision Engineering's International website.



Distributor Evaluation Form



In order to objectively evaluate your company's application to become an appointed distributor for Vision Engineering in your region, you are required to complete the form below.

If you have any questions relating to the form, please do not hesitate to contact us.

Note: All information submitted will be treated as confidential and is for internal use only.

Name:

Company:

Country:

Website:

1. Please attach a diagram of your company's structure (family tree)?

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2. How many employees do you have?

Total: Admin:
Sales: Technical:

3. What is your annual turnover? Please indicate your local currency and \$US

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4. Where are your offices located?

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5. What geographical territories do you cover?

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6. What markets do you sell in to? (e.g. electronics, plastics, automotive, medical etc.)

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7. Who would be our primary contact?

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Please supply contact information.

Name:	Company:
Job Title:	Address:
Tel:
Fax:
Email:.....	City / State:
Other:.....	Postcode:

8. Who are the other key people that we might deal with regularly?

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Please supply contact information.

<u>i.</u> Name:	<u>ii.</u> Name:
Job Title:	Job Title:
Tel:	Tel:
Fax:	Fax:
Email:.....	Email:.....
<u>iii.</u> Name:	<u>vi.</u> Name:
Job Title:	Job Title:
Tel:	Tel:
Fax:	Fax:
Email:.....	Email:.....

9. Who would be selling Vision Engineering products?

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10. What other products do you sell?

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11. What other companies do you represent? Please indicate if you are sole or sub-distributors.

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12. What promotional plans do you have in place? (e.g. exhibitions, advertising, public relations, mailshots, internet, offers etc)

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If you would like to add any additional information, please do so here.

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Many thanks for taking the time to complete this form.

Please return it to:

Vision Engineering Ltd.
Monument House
Monument Way West
Woking
Surrey GU21 5EN
England

Tel: +44 (0) 1483 248300
Fax: +44 (0) 1483 248301
Email: generalinfo@visioneng.com
Web: www.visioneng.com