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Westek Electronics – 20 Years of Testing Technology

By Kim Jennett

One Small Step for Mankind, One Giant Leap for Telecommunications

We all know those famous words spoken by Neil Armstrong as he stepped off the lunar lander onto the moon's surface. What you may not know is that those words may never have been heard on earth if it wasn't for a simple case of neck fatigue suffered by pilot and inventor, Keith Larkin. It was that fatigue that prompted Keith to start a revolution in the telecommunication's industry with the founding of Plantronics and its groundbreaking headset technologies.

When you're on the lunar surface, you can't run out to get a new headset if yours fails. It's this philosophy that guided the principles of Plantronics and formed an indelible impression of a then young employee named Kevin Larkin.

Growing up the son of successful inventor and entrepreneur could be an overwhelming burden when striking out on your own, but not for Kevin Larkin. He utilized every experience from tinkering with his dad in the R&D labs, to over hearing coffee talk from the people he now values most—the employees, to form a company based on principles of quality and customer commitment that he acquired during his many years at Plantronics.

Armed with an education from watching and learning at the elder Larkin's Plantronics, Kevin decided to venture out on his own and create Westek Electronics.

At first glance, Westek Electronics — privately held Santa Cruz, Ca. based industry leader in testing equipment, tools and kits for the telecommunications industry—looks like just another example of a successful business venture from a family name that has stood for innovation, quality and commitment for over 40 years. But upon further examination, it becomes undeniably clear that this Larkin takes these words to a new level.

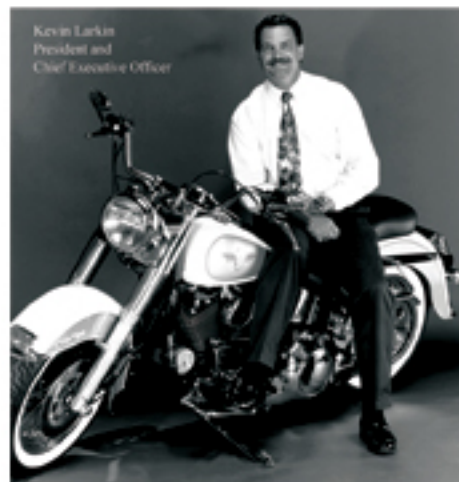
Over the past, Westek Electronics has built upon the traditions of quality and customer commitment, while carving a name in its own right.

Founded in 1984 privately held Westek Electronics has grown to become the industry leader in test tool development and is the standardized supplier of testing equipment to all major carriers.

The Westek Difference

The key to Westek's success can be found not only in their quality products, but also in the people who make them. "Our employees are our greatest asset," says Larkin.

Ask any member of the management team at Westek what its



core value is and they all share the same thing, Westek lives to serve the customer. It's this whatever-it-takes attitude and friendly customer service that is as refreshing as an old-fashioned \$1.00 milkshake (made with real ice cream). But while their customer service may beckon a time when you could count on manufacturers to back their products and have an actual live person to talk to when you called, the technology has stayed cutting edge.

With a state-of-the-art R&D lab and an engineering staff focused on making the latest in productivity tools, Westek leads the industry in innovation and quality time saving tools and kits.

"We give our leadership team the freedom to innovate wherever they see an opportunity to help techs finish



faster, putting more hours in their day, or helping the CO's bottom line with less repeat repairs." says Larkin.

One example of this is Westek's Tel-Line Tester, an industry standard solution that until its invention had techs spending 10-12 minutes and up to an extra 30 minutes to test a problem line. This innovative product eliminated the need to cut the loop to the CO and allowed the techs to not only save time during their testing, but

allowed them to get out of the blazing heat or blinding snow and back to the comfort of their truck and move onto the next job.

Over the past 20 years, Westek's product lines have grown from coaxial and copper test cords to include the latest in fiber-optic technology and a variety of other industry leading tools and kits giving the tech everything they need at their fingertips while out in the field.

Building on the Past, Looking toward the Future

In a time when the telecommunication industry has seen its fare share of companies go by the wayside, Westek has continued to grow and move forward with new products guaranteed to make the tech more productive. With this, Westek has ridden its own wave by keeping its corporate character and core values the same throughout its history. Westek embodies the best of the industry and displays itself as the leader in test tool development, but the entrepreneurial spirit is alive and well within this company. Looking to the future of the next 20 years, Larkin told us was that the next innovation Westek puts into the field will be based on the same guiding principals that he's held close since his early days; "build out of necessity, for the purpose of making the techs life in the field just a little bit easier."

Westek Electronics, Inc. is a privately held California corporation which designs, develops, manufactures, and markets test cords, kits, jacks, filters, and tools for the telephone industry. Westek Electronics' main products include copper and fiber optic test cords, which are the standard of the industry for connecting test equipment to the telephone network. Westek has dual LRQA certifications in ISO and TL9000.

For more information on Westek Electronics and their product offerings, visit www.westekelectronics.com or call 800-526-CORD.

CO BRIDGING KIT

Central Office

CO BRIDGING KIT ELIMINATES PROBLEMS AND SAVES TIME FOR FIELD TECHNICIANS



Part # KT 290461



Looping Tool, RJ11



463a Grounded Shorting Plug, Black



Tel-Line Tester Grounding Cord



463a Shorting Plug, Red



Tel-Line Tester, Standard, Yellow



463a (f) to RJ11 Adapter Cable



Bridge Strap Cable, Ring 8'
Bridge Strap Cable, Tip 8'
463a Frogging Cord 8'



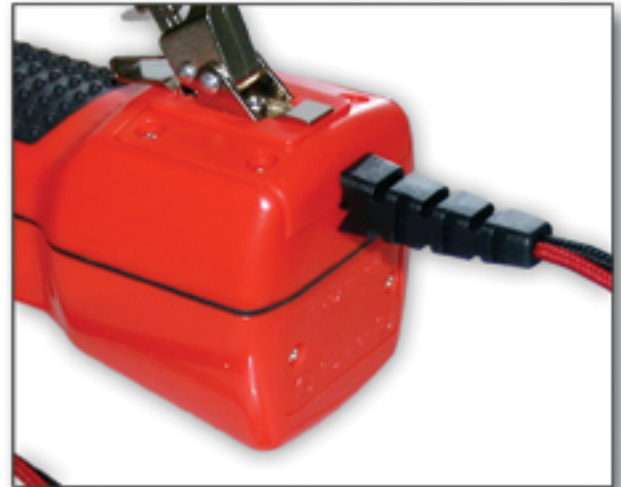
Tel-Line Tester w/ Ground Connection, Green



Anti-Static Wrist Strap

Field technicians access the Central Office (CO) vertical main frame to perform a myriad of precision testing on telephone cable pairs. The standard tinsel type test leads add series resistance and skew precision measurements. In many instances there are no test clips available. This process wastes time and sometimes CO Verticals are damaged.

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