
Transceiver Ad Translations

ADVANCED DESIGN: Upper management doesn't understand it.

ALL NEW: The plugs, jacks, and connectors aren't compatible with anything else on the market.

BREAKTHROUGH: We ignored everything we learned in developing the previous design.

CUTTING-EDGE TECHNOLOGY: Designed around a bunch of free samples from a salesman.

He claims the production units will work just like the samples.

DESIGN SIMPLICITY: It was developed on a shoestring budget.

ENERGY EFFICIENT: Almost unmeasurable power output—you'll need a linear to work anyone but your next-door neighbor.

EXCLUSIVE: We're the only ones who have the documentation.

FIELD TESTED: Manufacturing doesn't have a test system.

FOOLPROOF OPERATION: We eliminated almost all of the controls.

FUTURISTIC DESIGN: The mold for the plastic case got screwed up—that's why it looks so weird.

HIGH ACCURACY: But the display only shows three significant digits to keep the cost down.

ISO-9000 CERTIFIED: We have *no* idea what this means, but our competitors claim they meet it, so we probably do, too.

IT'S HERE AT LAST: We've released a 26-week project in 48 weeks.

MAINTENANCE FREE: It's impossible to fix.

MEETS QUALITY STANDARDS: The on/off switch almost never breaks. We haven't checked the rest of it yet.

MIL-SPEC: From the folks who brought you \$600 toilet seats.

MODERN SUPPLIERS: The IC in the RF output stage is available solely from a supplier in Bangladesh.

NEW: It comes in different colors than the previous version.

PERFORMANCE PROVEN: The breadboard worked really neat.

REVOLUTIONARY: The knobs go round and round.

SATISFACTION GUARANTEED: We'll send you a replacement unit if you don't like it.

STOCK ITEM: We shipped it once before, and we can do it again, probably.

UNMATCHED: It's almost as good as the competition.

UNPRECEDENTED PERFORMANCE: Nothing ever had as many out-of-band harmonics as this unit.

YEARS OF DEVELOPMENT: We finally got one to work.

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