



FLIR Systems' Extech Infrared-Enabled Multimeter a Top Pick for Birde Marketing's OEM Customers

Burlington, ONT (PRWEB) September 16, 2008 – Extech Instruments (www.extech.com), a subsidiary of FLIR Systems, Inc., recently launched Canadian distribution of its expansive line of test and measurement equipment including the new EX470 multimeter with built-in infrared thermometer, a popular choice among customers of BIRDE Marketing (www.birde.ca). BIRDE Marketing is FLIR's representative to Canada's Original Equipment Manufacturers in various industries including telecom, medical, military, aerospace, security and mass transit markets. The innovative EX470 makes it easy for technicians to accurately perform critical tests. The EX470 stands out from other digital multimeters with its patented, built-in infrared thermometer making it easy to take measurements without the need for a separate IR thermometer.

Part of the highly regarded EX400 series, the top-level EX470 is the only multimeter on the market to feature not only a built-in non-contact infrared thermometer with laser pointer, but also advanced multimeter capabilities, $\pm 0.3\%$ True RMS accuracy, low-current capabilities down to 0.1 microamps, a large backlit display with 1" digits, and a Type K thermocouple thermometer—all in a rugged housing with multi-position stand and Velcro hanging strap. This is one meter customers use everyday on every job.

Dario Scognamiglio, partner at BIRDE Marketing, talks about the positive response his company has received from Extech's multimeters, "Without a doubt, no other meter offers the capabilities and value you get with Extech's EX470. It's well-designed and meets the demands of professionals in a wide array of industrial, manufacturing, plant maintenance, and electronics testing/engineering settings. It does everything from DC and AC voltage, to current, resistance, capacitance, frequency, diode and continuity, duty cycle—and of course, the versatile, built-in non-contact IR thermometer and Type K thermometer." He adds, "Too often, we see so-called multi-function testers and meters that trade compromises in capabilities for the sake of bundled convenience. The EX470 delivers on all functions with specs that don't compromise."



Thanks to FLIR Systems' Canadian distribution of the Extech line, OEM, electronics, electrical, HVAC/R, utility, and plant/MRO professionals in Canada now have a choice when it comes to choosing high-quality test and measurement equipment with built-in infrared technology including digital multimeters (DMMs), clamp-on meters, tachometers, thermometers, and over 300 other precision instruments. To add the Extech catalog to your product offerings, stocking distributors are invited to contact Dario Scognamiglio at BIRDE Marketing by calling 514-335-4050 or emailing dscog@birde.ca, or Greg Bork, president of FLIR Systems Canada at 800.613.0507, ext. 30 or greg.bork@flir.com.

About Extech Instruments, a FLIR Company

Headquartered in Waltham, Massachusetts, USA, Extech Instruments is one of the largest suppliers of test and measurement equipment worldwide. Founded in 1971, Extech is known for its depth and breadth of products and its innovation in providing instruments with unique combinations of features that make them highly useful and very convenient. All Extech meters are distributed worldwide through leading representatives, distributors and OEMs. The company is ISO 9001 2000 certified and is a wholly owned subsidiary of FLIR Systems, Inc. For more information about Extech Instruments in Canada, call 800.613.0507, ext. 30 or visit www.extech.com.

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