

Xeltek News

April 2004

Letter from the Editor

Welcome to our first edition of *Xeltek News*, your information source for Xeltek products. This monthly newsletter will provide you with the latest information on Xeltek products and sales tools, competitive updates, etc.

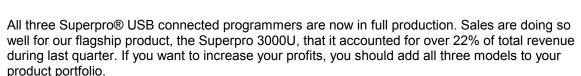
The focus of *Xeltek News* is on serving *your* needs as a sales and distribution organization. Let me know if this newsletter meets your needs and how I can improve it if it doesn't.

Thanks.

Jeff Goldberg
Director, Sales & Marketing
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Product Status

SP3000U, 580U and 280U



SP680 and 680-100

The Superpro 680 and 680-100 are being phased out. Orders will be filled until existing inventory is depleted. If your order can't be filled, you will be contacted to cross the order to the Superpro 3000U or 3000U-100. At \$995 and \$1,245 respectively, these programmers represents a much better value to the customer in terms of programming speed, low voltage device support and USB connectivity.

The Superpro 680 and 680-100 will continue to be supported.

SP2000 and 2000+

The Superpro 2000 and 2000+ are being phased out. Orders will be filled until existing inventory is depleted. If your order can't be filled, you will be contacted to cross the order to the Superpro 3000U. At \$995, the Superpro 3000U represents a much better value to the customer in terms of programming speed, device support and USB connectivity.

Superpro 2000 and 2000P+ will continue to be supported.



Sales Tools

These powerful tools will help grow your business! Contact <u>jeff@xeltek.com</u> to obtain the Powerpoint and PDF files.

Xeltek Product Line Presentation

This animated Powerpoint presentation is perfect for your next customer meeting, sales training event or even as a free-running tradeshow booth or point-of-sale slideshow. Unveiled this past month at electronicaUSA, this presentation provides viewers with a good understanding of Xeltek and how our programming solutions address their needs. A PDF version is also available for posting on your websites.



Point of Sale Displays

These Powerpoint foils are laid out in portrait format. When printed out on high quality paper and inserted in plastic sign stands, these eye-catching signs are perfect for tradeshow tabletops and store display cases.



