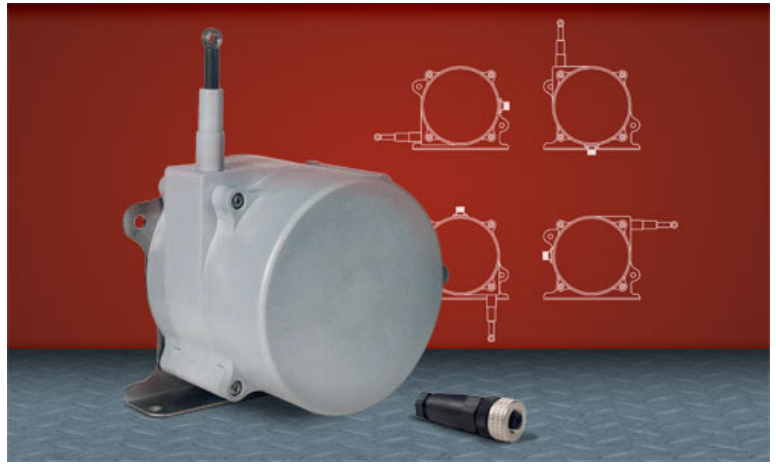




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FOR IMMEDIATE RELEASE



Celesco's SR1V Programmable String Pot Offers Low Costs, Unmatched Quality

Chatsworth, CA ~ Celesco Transducer Products, one of the world's leading designer and manufacturer of linear and rotary measurement transducers, now offers another low-cost, high-end cable-extension transducer as part of its flexible SR1 series of products.

Celesco's SR1V is a rugged, low-cost, high performance cable-extension transducer for position feedback in wet environments and outdoor applications. It was originally designed for off-road construction equipment as a low-cost OEM solution.

The SR1V is now available and ready for shipment anywhere in the world. It utilizes a new, digital, programmable circuit board that allows individuals to get the best voltage range possible over their exact stroke. Output signal can be programmed to match the exact stroke range regardless of where it starts and ends.

With these programmable stroke range settings, the SR1V uses a simple, push-button user interface allows the customer to easily program the output signal to precisely match the required stroke range. It is an effective product for stocking distributors as it offers a one-size-fits-all approach, eliminating the need to carry multiple stroke ranges.

The output signal is preset at the factory for 0 – 10 VDC but can be changed as appropriate to fit customer needs through the use of internal dipswitches. User selectable signal ranges also include 0 to 5, -5 to +5, -10 to +10 VDC.

"The affordable cost is what is going to first attract customers but the fact it is easily programmable and built for outdoor use are just two of the additional benefits," said Jim Bishop, General Manager for Celesco Transducer Products, Inc.

The SR1V ships with the universally accepted M12 connector and is rated to IP67 environments and is in stock for immediate shipping. It has a constant tension, fully retractable stainless steel measuring cable that easily attaches to the object under motion. The measuring cable of the SR1V wraps around the internal spring-loaded spool coupled to a precision sensor. The movement of the spool produces a voltage directly proportional to the position of the measuring cable.

Installation is quick and easy as cable alignment is not critical. Unlike rod-type sensors, the measuring cable fully retracts into the body shrinking the required space well beyond that of other position sensors.

"This is part of a series of new transducer products that will revolutionize the industry," Bishop said. "It demonstrates the investment Celesco is willing to make in product development and in meeting the needs of our customers."

Other benefits of the SR1V include:

- Internal digital circuitry with push-button control.
- Easily programmable for precise measurements.
- Built/Designed for outdoor use.
- Molded, plastic design keeps the SR1A lightweight while controlling costs.
- Easily installed to fit customer needs.

ABOUT CELESCO

CeleSCO Transducer Products, Inc. designs and manufactures a wide range of linear and rotary measurement transducers that set the standard for easy and reliable position measurement. Founded in 1968, the company has a history of engineering and manufacturing transducers of the highest quality, for exacting applications such as industrial process control, medical equipment, automotive testing and flood-control projects.

As the world's largest volume supplier of cable extension "string-pot" position transducers, CeleSCO has an extensive range of standard product lines that have short lead times. The company also produces specialized, high-volume OEM transducers, a standard line of shaft-driven rotational position transducers, as well as a line of magnetically damped inclinometers.

CeleSCO transducers are proven to be reliable, cost effective, and easy to install and maintain. OEMs and end-users choose CeleSCO transducers because of their confirmed high accuracy, resolution and repeatability.

Visit CeleSCO's website at www.celesco.com or call 818-701-2750 or toll-free at 800-423-5483 for more information.