

 An Important Message for
Precision Digital Distributors

MAKE MORE MONEY IN 2017

.....

See what's new and how we're making Precision Digital the easiest,
most exciting, and most profitable line you sell.



New
Products &
Advancements



New
2017 Catalog
+ Price List



New
Online
Features



New
Webinars
& Training



New
Headquarters

1-800-343-1001

**PRECISION
DIGITAL** 

www.predig.com

A Message from the President



Jeffrey Peters
President
jpeters@predig.com
(508) 315-5223

Making Precision Digital the Easiest Line You Sell

What's really new for 2017 is what we're doing to make Precision Digital the easiest, most exciting, and most profitable line you sell. We're doing this with a combination of new products, adding new features to our existing products, and improving the ways we do business with you.

Among other things, I want to reiterate what Joe is going to say later: If you think a bigger discount or anything else we can do would increase your

sales, give him a call to discuss it. We want to talk about ways you can increase your sales of our products. In fact, if you're going to be in the New England area, I encourage you to stop by and talk to us in person; perhaps when you are visiting one of the many process control companies that are nearby. Or, if you have some extra time while visiting relatives, dropping a son or daughter off at college, vacationing, or just passing through, we'd like to see you!



We're [making] Precision Digital the easiest, most exciting, and most profitable line you sell.

Check stock online at
 www.predig.com

Come Visit Us

Come visit us the next time you're in the New England area. We're just 5 minutes off I-495 and 5 minutes south of the I-90 Mass Pike.



Our New Corporate Headquarters

2016 was our first full year in our new building in Hopkinton. We did a complete interior gut and designed a space that is both practical and fun to be in. To save energy, we installed 715 solar panels on the roof that will generate about 240,000 kWh annually.



Lunch Room



Java Joint



550 Gallon Fish Tank



Outdoor Patio & Grill



715 Solar Panels



What's New Sales & Marketing



Joe Ryan

VP of Sales & Marketing
jryan@predig.com
(508) 315-5231
Hired on 01/05/04

Making 2017 Your Most Profitable Year Ever

Increasing your sales of Precision Digital products (and by extension, your sales of level sensors, flowmeters and various transmitters and transducers) is a goal my team and I are committed to achieving in 2017. Our products are an integral part of the complete level, flow, temperature and pressure solution you sell. Every Precision Digital product you sell on these applications puts extra money in your pocket. We want to make it as easy as possible for you to do this.

Perhaps the easiest way we help you sell the complete solution and add more profit to your existing business is the variety of working demo units we make available to you that can power up your transmitter. This gives you the ability to demonstrate two products at once and is particularly effective when demonstrating a blind transmitter.

One comment I hear from our distributors is that more discount would increase their sales. If you feel that a larger discount or some other thing we can do would increase your sales, I would like to hear your ideas and work out a plan with you to make 2017 your best year ever with Precision Digital.

Beyond discount levels, I think we have made great strides in our effort to be your easiest principal to do business with. Most of this effort centers around our website where we have added a variety of self-service features to make it more convenient to get the information you need. These features include real-time inventory levels, 3D CAD files for all our products, and several product selection utilities. You can also sign up to check pricing and place orders with your specific discounting on our website.

We are also improving on the day-to-day sales and service processes to make your job easier; these include: speed and accuracy of order entry, on-time shipment performance, and RMA processing. We're also pleased to announce, that as in 2016, there are no price increases for 2017!

Before we get into the specifics on all these improvements, I'd like to introduce the sales and marketing team that is here to help you make 2017 your best year yet with Precision Digital!



If... a larger discount or some other thing we can do would increase your sales, I would like to hear your ideas... to make 2017 your best year ever.

Check stock online at
 www.predig.com

Meet the Sales & Marketing Team

Sales



Chuck Arcovitch

US Distributor Sales Mgr.
carcovitch@predig.com
(508) 315-5216
Hired on 02/13/12



Mark Mackinnon

Sr. Account Manager
mmackinnon@predig.com
(508) 315-5210
Hired on 11/07/16



Tim Pitt

Sr. Customer Support
tpitt@predig.com
(508) 315-5225
Hired on 05/13/97



Don Miller

Customer Support
dmiller@predig.com
(508) 315-5609
Hired on 03/05/13



Devin Gates

Business Development
dgates@predig.com
(508) 315-5226
Hired on 10/14/14



Owen Peters

Inside Sales Specialist
opeters@predig.com
(508) 315-5601
Hired on 09/09/13



Hugo Ventura

International Inside Sales
hventura@predig.com
(508) 315-5249
Hired on 01/04/16



Del Mauricio

Marketing Communications
dmauricio@predig.com
(508) 315-5215
Hired on 10/30/05



Amy Godfroy

Customer Service Supervisor
agodfroy@predig.com
(508) 315-5228
Hired on 03/28/00



Donna Labarre

Customer Service
dlabarre@predig.com
(508) 315-5214
Hired on 07/30/07

Marketing



Kent McQuade


Multi-Media Specialist
kmcquade@predig.com
(508) 315-5247
Hired on 10/11/11




Simon Paonessa

Web Developer/Tech Writer
spaonessa@predig.com
(508) 315-5760
Hired on 10/27/14

Website Enhancements




SKU: PD765-6X0-00

Stock: 31 

Lead Time: 2 days

Price: \$319.00



Subtotal	\$1,704.00
25% Discount	\$-426.00
Shipping	\$20.31
Order total	\$1,298.31

Check Stock

Conveniently check stock online at any time. Inventory levels are updated every 3 hours.


Order Online with Terms, Discount & Stock Levels

We get many emails and calls from distributors asking for the price, their discount and availability of a particular item. Did you know you can get all that information from our website and save yourself the time and effort of contacting us? First of all, available to all users of the website is pricing and real-time inventory values for all products; if the product is out of stock, the lead time is provided. In addition, if you are a Precision Digital distributor, you can sign up with Precision Digital to be able to view the discounts available for every one of our products (and they can vary by product type).



Trident Virtual Meter

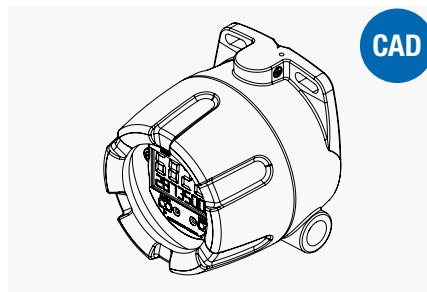
This convenient online tool shows you how to program the Trident meter so that you are up and running in no time.

Trident Virtual Meter
 tvm.predig.com



Enclosure Selection Utility

This easy-to-use utility helps you select the right enclosure for your application based on the number and type of meters you will be housing.



3D CAD Files

3D CAD files make the specification of Precision Digital products easier. These are now available for all Precision Digital products in their corresponding product pages.

Sign up for this service at
www.predig.com/user/register



Stainless Steel Tags

Laser etched stainless steel tags featuring custom text for equipment identification or instruction. Each tag comes with a stainless steel wire and lead seal for easy mounting. Order at predig.com/pda-sstag.



2017 Catalog & Price List

The 2017 Catalog and Price List are here. The catalog includes all the latest products like the Helios series, the PDW industrial wireless systems, and the new and improved Loop Leader series. Request yours at www.predig.com/Lit



Application Specific Literature

Our product line is very extensive, so we have created application specific literature to narrow down your search. If you are interested in any of these fliers and/or documents, then give us a call.

Request or Download Literature Online

- 2017 catalogs
- 2017 price list
- 2017 excel price list
- CD documentation

Request literature at www.predig.com/Lit



2017 Products List

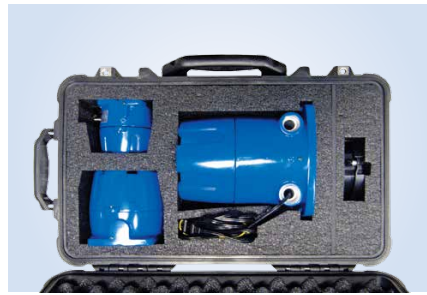
This 2-page PDF flier provides a brief overview of Precision Digital's entire product line. It is an excellent supplement for quotes and/or emails. Call us for a customized version with your contact information added.



Value You Can See Flier

An easy way to get the conversation started. This flier discusses the reasons why customers should upgrade their old displays. Call us for a customized version with your contact info, and it is available in printed & PDF versions.

Easier and Smarter Selling



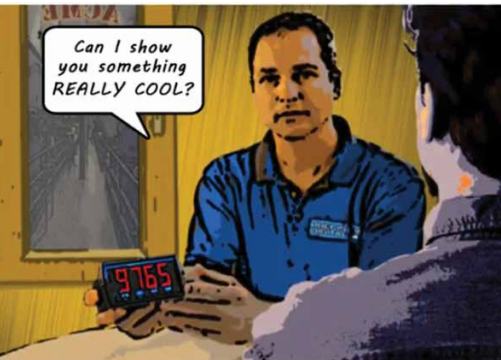
Chuck Arcovitch
US Distributor Sales Mgr.

Precision Digital Demos

Our working demo units can help you not only sell more Precision Digital products, but also sell more of your transmitters. That's because many PDC demo units have terminals on them to tap into the 24 V transmitter power supply so you can actually power up your transmitter.

Words of Wisdom

Here's a sure fire way to increase your sales in 2017: Take a walk out in your customer's plant – you might be amazed what you see! Maybe you'll see some old panel meters with small hard to read displays that you could replace with a nice big Trident X2 meter. Or maybe you'll see a tank that's still being monitored by hand that you could sell a level transmitter and PD2 Large Display Meter. Or maybe the customer will tell you about an application he hasn't implemented yet due to the high cost of wiring that you could sell him Precision Digital's new PDW90 wireless bridge system. So in 2017, make it a point to get beyond the lobby and really see what's going on in your customer's world.



So, take a little time to wire up one of your popular 2-wire transmitters to a PD Demo and make it a point to show it on all your sales calls!



How to End a Sales Call Video
www.predig.com/X2demo

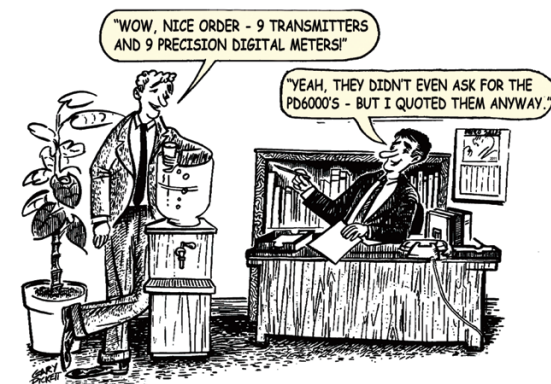


Free Demo Units Updates

The PD610-3-6 demo above was built in 1992 and is still going strong. Our customer sent it back and we updated it to a PD765 Trident X2 for free.

Visit Our Demos Page

Precision Digital offers a variety of demos for various types of process instrumentation. See the demos available on our new demos page at www.predig.com/demos



We Are Committed to Helping You



Webinars

Get up to speed on the latest Precision Digital products and product features. Attend a scheduled webinar or schedule one exclusively for your company. See webinars available at www.predig.com/webinars.



Training

Book Chuck or Mark for your next sales meeting. They will come to your office for a specialized presentation discussing how Precision Digital fits with your line of transmitters as well as train your salespeople to use Precision Digital products.

Customer Service

We take our commitment very seriously to making Precision Digital the easiest, most exciting, and most profitable line you sell. To ensure that is the case, we measure key performance areas of our customer service and work continuously to improve them.



Order Entry Accuracy

99.7%



Same Day Order Entry

98%



On-Time Shipment (Quick Ship)

96.7%



RMA Turnaround Time

1.5 Days

Webinars

- Learn about the latest Precision Digital products and product features
- View archived webinars or download slides
- Sign up for a scheduled webinar or schedule one exclusively for your company

Sign up for webinars at www.predig.com/webinars

What's New Engineering



Scott Ewen
VP of Engineering & Operations
Hired on 05/14/01

Introducing New Products and Advancements

Over the last few years we have increased our engineering budget substantially with the goal to develop new products and keep our existing products fresh and up to date.

I am very pleased with the job the engineering team has done. Our new loop-powered meters are a truly remarkable product line, and our new wireless bridge represents an entirely new product type for us. Before we discuss these products, I would like to introduce the engineering team.



We have increased our engineering budget substantially... I am very pleased with the job the engineering team has done.

Meet the Engineering Team



Orod Bavar
Principal Engineer
Hired on 12/02/13



Kerry Matthew
Principal Hardware Engineer
Hired on 03/25/15



James Venable
Sr. Embedded SW Engineer
Hired on 01/05/15



Jose Umana
Sr. Product Engineer
Hired on 11/22/88



Vito Ciampolillo
Sr. Engineer
Hired on 05/17/07



Decimal Displays

PD6602 - Process Meter
PD6622 - Flow Rate/Totalizer



Decimal + Bargraph Displays

PD6604 - Process Meter
PD6624 - Flow Rate/Totalizer



Feet & Inches Displays

PD6603 - Ft & In Level Meter

Loop Leader Loop-Powered Meters

Our new 1/8 DIN loop-powered digital panel meters are a complete redesign and resemble our existing offering only in that they are loop-powered and fit in an 1/8 DIN panel cutout.

Improvements include a new enclosure, buttons, and IP65 gasket; improved LCD and backlighting; and an isolated 4-20 mA output. Also, for the first time, we are offering the option of two solid state relays on a loop-powered meter! These meters have been submitted for hazardous area approvals, as well.

Standard Features



Optional Features



Key Benefits

- Loop-powered backlight
- Alphanumeric tag names
- Decimal, bargraph, and feet & inches displays
- Total display with commas
- Relay pump alternation
- Batch control relay operation

Model Comparison

Feature	Process / Level			Flow	
	PD683	PD6602 / 4	PD6603	PD684	PD6622 / 4
Backlight	yes	2-color	2-color	yes	2-color
Main Display Height	5-digit 0.6"	5-digit 0.7"	999 ft 11 in 0.7"	5-digit 0.6"	5-digit 0.7"
Lower Display Height	n/a	8-character 0.4"	8-character 0.4"	n/a	8-character 0.4"
Pump Alternation	n/a	yes	yes	n/a	yes
Batch Control	n/a	n/a	n/a	n/a	yes
4-20 mA Output	n/a	yes	yes	n/a	yes
Open Collector Out	n/a	2	2	1	2
Solid State Relays	n/a	2	2	n/a	2
Voltage Drop (with Backlight)	2.0 V (5.7 V)	1.5 V (4.5 V)	1.5 V (4.5 V)	2.0 V (5.7 V)	1.5 V (4.5 V)
Operating Temp	-30 to 65°C	-40 to 75°C	-40 to 75°C	-20 to 65°C	-40 to 75°C

In stock & ready to ship
www.predig.com/loopleader

Precision Digital Wireless Systems

The new PDW wireless products give you a simple, straightforward way to get 4-20 mA analog, discrete, or Modbus® signals from where you have them to where you need them. Our wireless solutions range in complexity from simple point-to-point for wire replacement, to large-scale point-to-multipoint for connecting up to 32 individual field locations to a central base station.

Wireless installations may be expanded or improved using an array of base station modules, additional wireless field units, and repeater units. The wireless survey tool kit can provide you with an accurate representation of wireless signal strength throughout your facility before you perform the installation. These meters have been submitted for hazardous area approvals.

Key Benefits

- Replace 4-20 mA wires
- PDW Manager programming software and onboard USB
- 1 mile line-of-sight, 500 Ft indoor range
- RS-485 Modbus® standard
- Up to 32 field units and 16 base station modules

Configure your system at www.predig.com/wireless

PDW30 Point-to-Point Bridge



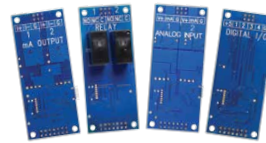
PDW90 Point-to-Multipoint



PDA10 Signal Strength Survey Tool



Base Station Expansion Modules



Wireless Repeater



Antenna Included

Antenna with 1/2" NPT Conduit Connection

LCD Displays Current Field Unit's Signal Strength

USB for PC Programming Software

Four Types of Modules Available

32-character Dual-Line Alphanumeric Dot Matrix LCD with backlight

PRECISION DIGITAL WIRELESS

Decimal Displays



Feet & Inches Displays



Helios Large Display Meters & Controllers

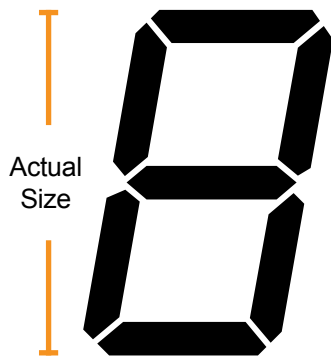
What sets the Helios apart from other large display meters is its dual line display with super bright LEDs that can be read even in bright sunlight and up to 100 feet away. Based on Precision Digital's popular line of ProVu® digital panel meters, the Helios can satisfy a wide variety of level, flow, temperature, pressure, & weight applications. It is available with models that accept 4-20 mA, thermocouple, RTD, pulse, strain gauge, AC and DC volts and current, and even Modbus®.

Key Benefits

- Visible from 100 ft away
- Field mount IP65 enclosure
- Isolated 24 VDC @ 200 mA transmitter power supply
- Signal input conditioning for flow & level
- 4 form C relays + 4-20 mA output

In stock & ready to ship
www.predig.com/helios

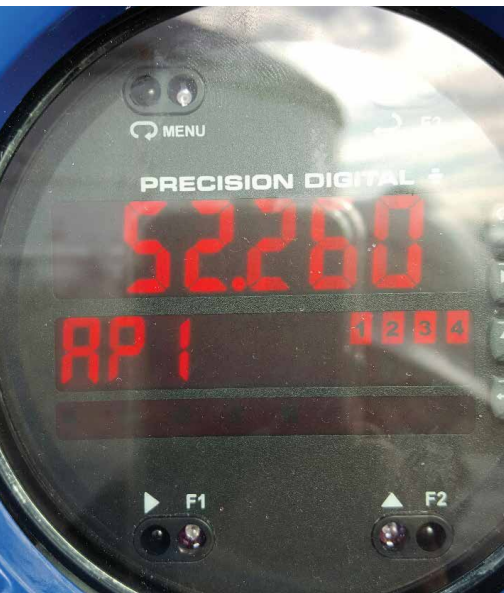
Standard Features



- Dual-line 6-digit 1.8" (46 mm) Display
- On-Board USB Programming
- Superluminous Display
- Visible from 100 Ft Away
- Great for Outdoors
- IP65 Enclosure



Enhancements to Existing Products



The units... face east and are in direct sunlight in the AM. The readability and visibility is excellent in those worst conditions.

- Customer

PD685 Loop-Powered Meter
www.predig.com/PD685



On-Board USB & Programming Software

The ProVu®, ProtEX-MAX, and Helios Series feature on-board USB and programming software. No need for downloading software or drivers. A USB cable is provided with the unit, which conveniently powers the unit for easier programming.



Superluminous Displays

The ProVu®, ProtEX-MAX, and Helios Series feature an even brighter display; our brightest LEDs ever, for optimum visibility in indoors and outdoor applications in direct sunlight. Read the customer testimonial to the left.



PD685 with New Features & Approvals

The new PD685 has been completely redesigned with a larger and clearer LCD. The display now includes a loop-powered backlight for readability in any lighting condition. Lastly, the PD685 has been submitted for ATEX approval for intrinsic safety, check www.predig.com for updates.



\$50 Photos Sweepstakes

We love seeing photos of our products in action. So we are offering \$50 for photos of our new Wireless Systems, Helios, or Loop Leader products.



Get \$25 for application photos of our other current products in action.

What We're Looking For:



High Resolution Photos



Shots of the Overall Process



A Closeup of the Meter



A Closeup of the Meter + Connected Device



Additional Supporting Photos

Precision Digital reserves the right to disqualify photos at their discretion that do not meet the criteria specified. Offer limited to one payout per application. Other restrictions may apply. Total payout for promotion capped at \$1000.00.



Send Your Photos to photos@predig.com

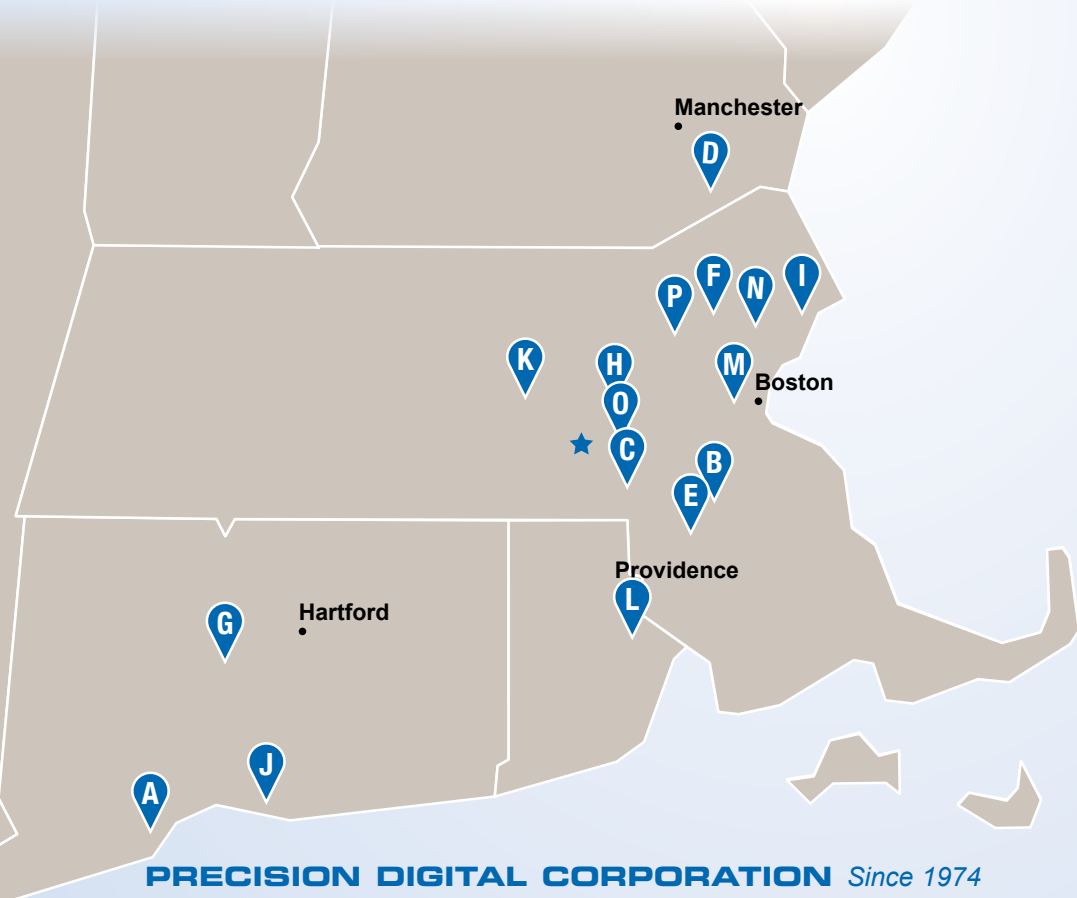


PRECISION DIGITAL CORPORATION
 233 South Street • Hopkinton, MA 01748-2208 USA
 Change Service Requested



Visit Us

Visit us the next time you're in the New England area.
 We'd like to see you!



Principals in New England

(Distance from PDC)

- ★ Precision Digital Corporation
- A. Ashcroft Inc (126 mi)
- B. BLH (34 mi)
- C. Dynisco Instruments (14 mi)
- D. Fireye Inc (67 mi)
- E. Foxboro (28 mi)
- F. GE Measurement & Ctrl (44 mi)
- G. Gems Sensors & Ctrl (94 mi)
- H. Kidde-Fenwal (8 mi)
- I. KROHNE America Inc (49 mi)
- J. Madison Company (123 mi)
- K. Metso Automation (24 mi)
- L. Primary Flow Signal Inc (45 mi)
- M. United Electric Controls (30 mi)
- N. Vaisala (41 mi)
- O. Walchem Corporation (8 mi)
- P. Williamson Corporation (34 mi)

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