

## Richard R. Hawkins, President, LadyBug Technologies

**Q:** *Given the current economic crisis affecting the U.S. – which will certainly have international repercussions – how do you think the markets you serve may be impacted? How do you and your company plan to address this?*

**A:** Certainly general economic conditions are unsettling, but our research shows that strong demand will remain in effect for our segment of the test-and-measurement market. Electronic devices and systems are by now embedded in use not only in tech markets and government programs, but also in the everyday life of the average citizen worldwide—and a significant number of those devices require test before, and often during, deployment. Everything from the appliances in our kitchens and the cars we drive, to the laptops we carry on the plane and the satellites orbiting thousands of miles overhead—these all depend on electronics for their operation. And they must be tested before use.

**Q:** *At the last MTT-S show, “LTE” was added to*

*“WiMAX” as the killer app for 2009. Would you agree with this, or do you have something else in mind?*

**A:** “Long Term Evolution,” or LTE, refers to significantly faster upload and download speeds anticipated for cellular applications; in concert with WiMAX these two are indeed very exciting prospects for our technology future.

At LadyBug Technologies our focus is not so much on “killer apps” as much as it is on providing old-fashioned value: in this case, cutting-edge, PC-based T&M capability at very competitive prices. And we are continually anticipating the needs of our customers to ensure that the products we offer exceed their requirements in every category possible—in size and ease of use, testing speed, flexibility, and price.

Visitors to ladybug-tech.com will find an exciting array of very cost-competitive USB power-measurement instruments boasting wide dynamic range, fast setup and fast measurements, and high accuracy over temperature—and each and every one features our

unique “no-cal, no-zero” guarantee. Even though we have several competitors, LadyBug is the sole manufacturer of USB power sensors that require no zeroing or calibration whatsoever prior to use—and the test-and-measurement customer base is responding very positively to that fact.

**Q:** *How would you rate the health of the microwave industry as we near the end of the decade?*

**A:** As has always been the case in our industry, new players are constantly emerging while mature players continue to contribute, or become absorbed into larger concerns with compatible product offerings. Despite the generalized economic uncertainty we currently face, the RF and microwave industry remains a vital sector that is integral to the overall health of our technology base. Companies offering competitive products, fairly priced, will remain healthy and even thrive.

Design engineers in our segment literally ensure the safe, speedy and uninterrupted flow



of communications worldwide. They make our cellphones and handheld information devices, or make them better; they ensure that our PCs work 24/7, and that the files we email from them at 10 p.m. arrive in Hong Kong or Hoboken at 10:03; and their design expertise equips our Armed Forces and Homeland Security services with vastly superior capabilities to keep the United States as safe as possible in an age of terrorist threats. The work we do in this industry is important, and makes a difference in the everyday lives of millions. We should never lose sight of that fact. ♦