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Dear Marketing Manager:

As you know, temperature is always a hot topic. But how hot is it? This is a question we've been working to answer for the past eight months. The last time Flow Research took a close look at this market was in 2000 -- and a lot has changed since then.

For the past eight months, Flow Research has been conducting a study of the temperature sensors market in the Americas. Included in this study were **thermocouples, RTDs, thermistors, infrared thermometers, fiber optic temperature sensors, and thermowells**. Our method was to contact every temperature sensor supplier we could identify, obtain detailed information about the company and its products, and put all this together to create a picture of the total market.

I am happy to report that our study, **The Market for Temperature Sensors in the Americas, 2nd Edition**, is complete, and ready for immediate shipment. As someone who is involved in the temperature sensors market, I'm sure that you can appreciate the value of having up-to-date information and data about the markets you sell into. Which technologies are growing and which ones are declining? What industries are temperature sensors being sold into? What mergers and acquisitions have changed the landscape of the temperature sensors market? These are some of the many questions answered in this exciting new study.

One important question we answer in this study is whether the trend towards the use of non-contact temperature sensors that we identified in our 2000 study is continuing. In the last study, infrared thermometers were the only kind of non-contact temperature sensor covered. In this study, we have also included fiber optic temperature sensors, a small but rapidly growing segment of the market. This study tells you to what extent infrared and fiber optic temperature sensors are displacing thermocouples and RTDs, and to what extent they are gaining market share by introducing reliable temperature measurement to applications where it was not previously possible.

We also wanted to find out whether thin-film RTDs are continuing to replace wirewound RTDs, as we originally found in our 2000 study. Certainly the growth in the thin-film segment has been part of the success story of RTDs. Improvements in thin-film technology and reductions in the price of thin-film RTDs have both contributed to growth in thin-film RTD sales.

Many changes have also occurred among the suppliers of temperature sensors since our 2000 study. Some of the largest suppliers, such as Thermometrics and YSI Temperature, have been acquired. Mergers have occurred, and some companies have gone out of business or been

completely absorbed by another company. New suppliers have also entered the market. As part of our study, we updated our information about every temperature sensor supplier we could identify. Some of the many companies that have undergone important ownership or acquisition-type changes in the past six years include Alltemp Sensors, BetaTHERM, Chromalox, Cooper-Atkins, Engelhard, Honeywell, Raytek, Thermometrics, and YSI Temperature.

The structure of this 450-page study is as follows:

Chapter One:	Executive Summary
Chapter Two:	Scope and Methodology
Chapter Three:	Product Definition and Technology Analysis
Chapter Four:	Market Size and Growth Forecast
Chapter Five:	Market Shares of the Leading Suppliers
Chapter Six:	Strategies for Success
Chapter Seven:	Supplier Profiles
Appendix A:	A Study Proposal
Appendix B:	Temperature Sensor Suppliers

While this is a study of the Americas market, we also break it down geographically as follows: **United States, Canada, and Latin America**. Other important segmentation is as follows: Thermocouples by Type: **J, K, T, E, and Other; wirewound and thin-film RTDs, and portable and fixed infrared thermometers**. The study includes market size in both dollars and units, growth forecasts to 2010, average selling prices for each type of temperature sensor, growth factors for temperature sensors, and much more. The Strategies chapter discusses how to successfully sell into this growing market. And Chapter Seven includes 71 profiles of temperature sensor suppliers.

While we have spent eight months researching the temperature market, the study doesn't do anyone any good if it sits on the shelf. That's why we are maintaining our pre-publication offer for this study. If you act now, you can still receive this study at the discounted rate, including both the electronic and the printed versions. This is an exceptional value for a completely up-to-date and comprehensive study on the temperature sensors market. To order, simply fill out the EZ Order Form, or give us a call at (781) 245-3200.

Best regards,

Jesse Yoder
President
Flow Research, Inc.

P. S. In addition to our temperature sensors study, we are publishing a study on temperature transmitters and a survey of temperature sensor and transmitter users. Call us for more details on one or both of these exciting new studies.