**New Fluke 754/753
Documenting Process Calibrators**

**If you liked selling the 740 Series
You'll love selling the New 753/754**

Your customers have trusted and relied on the Fluke 740 Series Documenting Process Calibrators for years.

Now they can fall in love all over again with the New Fluke 754/753 Documenting Process Calibrators

You've been successfully selling the 740 Series for years and now it just got easier with the new, better 750 Series.

The new 750 Series Documenting Process Calibrators are the best Fluke process tools on the market. The 740 Series, and now the 750 Series, are the top of the line documenting process calibrators available to process professionals. They combine all the process calibration tools into one powerful calibrator that does everything. The 754 goes even further by providing the ability to maintain and calibrate selected HART transmitters, a key process industry instrument. Any process professional you speak with will know about Fluke Documenting Process Calibrators. They trust them to increase their troubleshooting and maintenance capabilities and will continue to do so with this improved model.

Who will buy the 753/754 Documenting Process Calibrator?

Job function – Decision maker
- Facility Manager
- Ops Manager
- Maintenance Manager or I&E Supervisor

Job function – Key influencer
- Electrical Maintenance – instrumentation and electrical
- I&C Maintenance – Instrument specialists/engineers

Industry
Process industries including:
- Gas and oil refining
- Chemical production
- Pulp and paper
- Food and beverage
- Water-wastewater

System responsibilities:
- Instrument maintenance
- Control systems
- Safety systems
- Process and environmental monitors

Why will they buy it?

- The Fluke 740 Series has been a key tool in customers' toolbox for years
  – They love it. They trust it. It just got better.
- With this one tool they can do it all so they don't need to carry a variety of instruments
  – Multi-function - source, simulate and measure pressure, temperature, and electrical signals
- No downtime while they learn a new tool
  – They can pick up the 753 or 754 and use it immediately without any training, there is no lost productivity
- Easier to use in the field or dark with the improved screen
- Increased productivity/field time with longer battery life
- Easily upload field measurements for analysis, documentation
- Improved RTD source accuracy covers more workload

What's the elevator pitch on this product?

For customers calibrating instruments, troubleshooting a problem or running routine maintenance, the Fluke 750 Series process calibrators can help get the job done faster. It does many different tasks quickly and well, it's the only process calibrator they need to carry.

Process plants rely on smart transmitters so they need calibrators that can communicate via industry standard digital protocols. The 754 combines HART communication capability in a documenting process calibrator to deliver an integrated communicating calibrator. This rugged, reliable tool is ideal for calibrating, maintaining, and troubleshooting HART instrumentation.

Capability	753	754
Source/Measure	●	●
Automated Procedures	●	●
Results Capture	●	●
Uses all Fluke pressure modules	●	●
Transmitter Mode	●	●
USB Interface	●	●
Data Logging	●	●
HART Communications		●
Pulsed RTD Simulation to 1 ms	●	●
Li–ion Battery with "Gas Gauge"	●	●

The **Fluke 753** offers simultaneous source and measure capabilities for all common process parameters. Create and execute automated procedures and automatically capture the results. The USB interface enables two–way communication with popular PC–based instrumentation management applications.

The **Fluke 754** offers all of the capabilities of the 753, plus the ability to maintain and calibrate selected HART transmitters without a second tool.

Feature	Benefit
Multifunction: Calibrate temperature, pressure, voltage, current, resistance, and frequency	It both measures and sources, allowing customers to troubleshoot and calibrate with one tool
Records and documents results	Supports ISO–9000 or regulatory standards by capturing calibration results, eliminating the need to juggle a pen and pad in the field. The USB interface lets users transfer the results to a PC, saving the need to manually transcribe them at the shop
Supports popular instrumentation management SW: The 753 and 754 work with the Fluke DPCTrack 2™ software, and with popular programs from Honeywell Meridium, Emerson, Cornerstone, Yokogawa, Prime Technologies, Intergraph and others	Allows customers to create procedures, instructions, and action lists to deliver fast, easy documentation
Hand–held	Small enough to fit easily into a tool bag and to use in tight spaces. Runs an entire shift on a rechargeable Li–ion battery pack
Rugged and reliable	Over–molded urethane case stands up to rough handling in industrial environments
Bright, white display	Lets users read results in any type of light. Backlight has three (3) settings
Three operating modes: Measure, Source, or simultaneous Measure/Source	Enables technicians to troubleshoot, calibrate or maintain instrumentation with just one tool
Integrated HART communication capability	Enables programming and control of HART instrumentation (754 only)

Question:
What makes the 750 Series different than the 740 Series?

Answer:
- Improved display
  - (3) brightness settings, improved clarity
  - Better performance in bright sun
- Longer life lithium ion battery pack, lighter and more powerful
- USB connection, Added HART connectivity to mA jack
- Improved accuracy and resolution on RTD source and measure
- mA simulate works with 48 V loop power
- New DPCTrack 2™
- Great new field case; work almost anywhere
- New test lead set, extended tooth alligator clips for screw heads

Question:
What hasn't changed?

Answer:
- User interface almost identical to the 740 series DPCs—If customer knows how the 743 or 744 works they can use immediately
- Retains CAT II 300 V rating, three-year warranty
  - Three-sigma confidence on specifications
  - 99.7 % confidence in all specifications
  - 0.3 % probability of the DPC being out of tolerance
  - More typical 2-sigma has approximately a 5 % probability
- Upload/download communication scheme virtually unchanged
- Designed compatibility for legacy software applications

New 799 case allows use of the calibrator while it is in the case!

What products does the 750 Series compete against and how does it win

Entity	Competitor	Key strengths/Implications	Key weaknesses	Fluke wins
North America Europe Asia Ampac	Druck	Full HART support, intrinsically safe model, technically competent DPC, local language UI & report generation, pressure.	Expensive, and hard to use. Cat I 30 V rating, not warranted to withstand 120 or 240 V ac.	Ruggedness, reliability, and accuracy.
North America Europe Asia Ampac	Beamex	Supports Fieldbus & Profibus, intrinsically safe model, local language UI & report generation.	Requires external modem to support Fieldbus & Profibus, expensive, easy to damage, and hard to use.	Ruggedness, reliability, accuracy, and warranty. Channel and partner actions.

Model #	Item #	UPC code	Harmonize code	ECCN number	Description	Country of origin	U.S. list price
Fluke-753	3977641	0 95969 59040 2	9030390100	3A992	Documenting Process Calibrator	USA	4,995.00
Fluke-754	3405771	0 95969 49175 4	9030390100	3A992	Documenting Process Calibrator, HART	USA	6,295.00
C799	4021731	0 95969 60079 8	4202128070	EAR99	Field Softcase for 75X	USA	69.95
Fluke-700TLK	3829398	0 95969 56560 8	9030908831	EAR99	Process test lead kit	USA	119.95
BP7240	4022220	0 95969 60092 7	8504407018	EAR99	753/754 Spare battery	USA	149.95
Fluke-750SW	4090343	0 95969 61006 3	8523402020	3D991	DPC/TRACK2	USA	2,995
BC7240	4022655	0 95969 60097 2	8504407018	EAR99	753/754 Battery charger/eliminator	USA	39.95
754HCC	3829410	0 95969 56561 5	9030908831	EAR99	Fluke 754 HART communication cable	USA	69.95

750 Series Documenting Process Calibrators ship with:

- Three sets of stackable test leads
- Three sets of TP220 test probes with three sets of "extended tooth" alligator clips
- Two sets AC280 hook clips
- BP7240 Li-ion battery pack
- BC7240 battery charger
- C799 field soft case
- USB communication cable
- Getting started guide
- Instruction manual on CDROM
- NIST traceable certificate of calibration
- DPCTrack 2™ sample software that enables upload and printing of calibration records
- Model Fluke 754 includes HART communication cable

Questions you may encounter cont.

Question:
Why should I spend this much on a process calibrator?

Answer:
The short answer is you get what you pay for. The long answer is that the Fluke Documenting Process Calibrators have a lower cost of ownership due to their mechanical and electrical ruggedness and reliability. Customers will be less likely to be without their tool due to repairs. Fluke (3) sigma provides the confidence to meet or beat specifications much better than competitors. Three-year warranty.

Additionally, the 750 series reduces the need to carry multiple tools so budget dollars are saved by reducing/removing the need to purchase single function tools.

Question:
Will I be able to use my pressure modules from my 740 series calibration with the 750 series?

Answer:
Yes, the 740 series pressure modules with their best-in-class 0.025 % accuracy can be used with the 750 series and will continue to be manufactured for the 750 series.

Dimensions

Model #	Product shipping dimensions				Product dimensions			
	Height	Width	Length	Weight	Height	Width	Length	Weight
Fluke 753	7 in (17.78 cm)	13.25 in (33.66 cm)	16.75 in (42.54 cm)	8.5 lb (3.85 kg)	2.49 in (6.32 cm)	5.27 in (13.74 cm)	9.64 in (24.5 cm)	2.7 lb (1.22 kg)
Fluke 754	7 in (17.78 cm)	13.25 in (33.66 cm)	16.75 in (42.54 cm)	8.5 lb (3.85 kg)	2.49 in (6.32 cm)	5.27 in (13.74 cm)	9.64 in (24.5 cm)	2.7 lb (1.22 kg)
Fluke C799	12.5 in (31.75 cm)	9.5 in (12.04 cm)	7.0 in (17.78 cm)	3.3 lb (1.49 kg)	12 in (30.48 cm)	9 in (22.86 cm)	6.5 in (16.51 cm)	2.41 lb (1.09 kg)
Fluke 700TLK	2.75 in (6.99 cm)	10 in (25.4 cm)	10 in (25.4 cm)	1.2 lb (.546 kg)	2.5 in (6.35 cm)	9 in (22.86 cm)	9 in (22.86 cm)	.92 lb (.417 kg)
Fluke BP7240	1.1 in (2.79 cm)	2.85 in (7.24 cm)	6.1 in (15.49 cm)	.62 ls (.28 kg)	1 in (2.54 cm)	2.75 in (6.985 cm)	6 in (15.24 cm)	.59 lb (.267 kg)
Fluke 750SW	1.25 in (3.18 cm)	7.75 in (19.43 cm)	10 in (25.4 cm)	.41 lb (.19 kg)	1.25 in (3.18 cm)	7.75 in (19.43 cm)	10 in (25.4 cm)	.41 lb (.19 kg)
Fluke BC7240	4.5 in (11.43 cm)	4.25 in (10.78 cm)	8.25 in (20.96 cm)	.87 lb (.394 kg)	2.5 in (6.35 cm)	3 in (7.62 cm)	5.75 in (14.6 cm)	.68 lb (.308 kg)
Fluke 754HCC	1.25 in (3.18 cm)	4 in (10.17 cm)	11.75 in (29.86 cm)	.32 lb (.145 kg)	NA	NA	NA	.25 lb (.108 kg)

Demo program

There is a robust demo program for this product, including a field demo tool kit. A suite of tools including demonstration videos and seminar kits will be provided to your regional Fluke sales representative. Please contact them for more information.

Introduction schedule

- Distributor announcement: August 18, 2011
- Public embargo: September 1, 2011

Phase in/Phase out requirements

- Fluke 744 and 743 will no longer be available for sale December 31, 2011
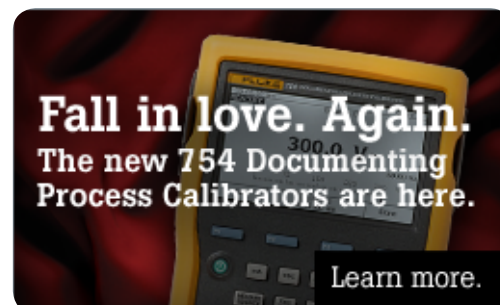- Fluke 741 will go into limited availability

Stocking recommendation

20 % of your annual volume of the 740 series DPCs.

Fluke is running a worldwide campaign to stimulate customer demand for the Fluke 750 Series Documenting Process Calibrators. To support your efforts we've created a variety of tools you can use to prepare for your customer meetings, educate yourself and leave with customers.
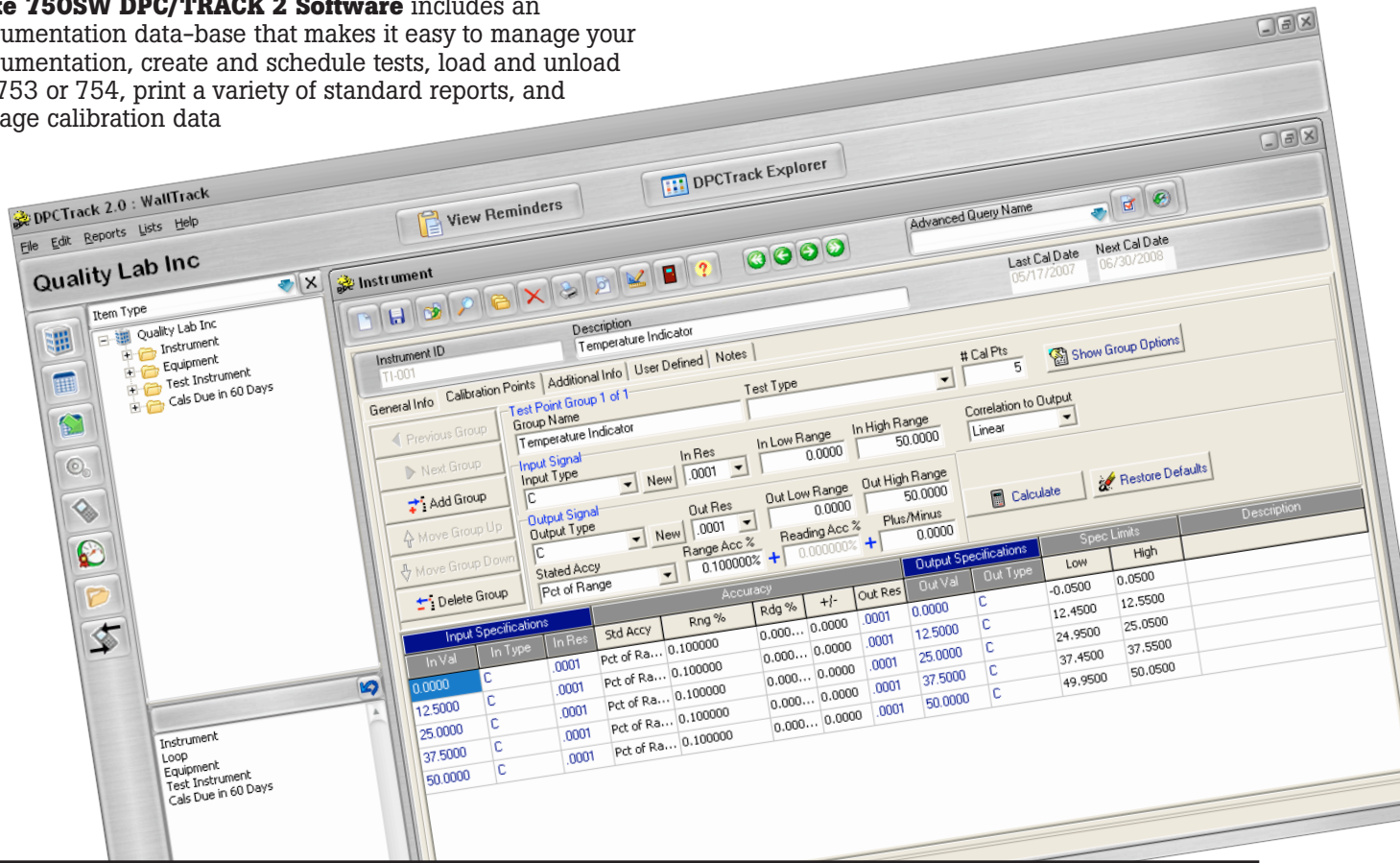
A "buzz" campaign ran in multiple countries in order to stimulate early awareness and product demand.

Item	Description	Format	Literature number
750 Series brochure/data sheet	Combination brochure/data sheet with complete features/benefits and product specs	POD/PDF	1263323
Four step selling process	Questions to ask a customer to determine what product is best for them	POD/PDF	3326651
Quick reference guide	Answers what does this product do vs. another one	POD/PDF	3362253
Golden demo video	Product tour video – will be on www.fluke.com, www.fluke-launch.com and YouTube	PC and mobile format compatible	4045641
Videos	"A manual on camera" 19 videos featuring different features of the 750 Series – use these when doing a demo, direct customers to them or embed them in a presentation. Videos are grouped into segments that can be viewed as a whole or by topic: • How to use these videos to sell • 750 Series introduction series segment (7 videos) • Temperature segment (5 videos) • Pressure segment (4 videos) • Software segment (2 videos) Will be on www.fluke.com, www.fluke-launch.com and YouTube	PC and mobile format compatible	4045652 4045683 4045676 4045634 4045629
Customer presentation	PPT for sales to use when speaking with customers	PowerPoint Presentation	N/A
Distributor brochure (this document)	Product feature/benefits, Q&A, competitive positioning, SKU/Item info	POD/PDF	4061336
Advertisements	Full and half page ads promoting the 750 series are available	Electronic	Full page ad 4017291
			Half page ad 4017305
Email blasts	Two (2) html emails are available for customization and deployment by distributors to their customer list	Electronic	4045893 4059633
Web banners	Static and animated web banners in a variety of sizes are available for posting on distributor sites	Electronic	4017240
Landing splash page	A customized 750 series landing page is available and can be used as the destination for the communication program	Electronic	N/A
Webinars	Pressure Calibration Measurements	A series of webinars will be posted on www.fluke.com: Electronic	4065981
	Testing and Troubleshooting 4 mA to 20 mA Control Loops		4065970
	Testing, Calibrating Process Temperature Devices		4065962
Application notes	HART Transmitter Calibration	Five (5) application notes will be available at launch: PDF	1262439
	Calibrating Pressure Switches		2069058
	Pressure Calibration		1281620
	Temperature Calibration		1560369
	Transmitter Calibration		3792201

Materials in the U.S. are available on the Partner Portal or at www.fluke–launch.com

Fluke 750SW DPC/TRACK 2 Software includes an instrumentation data–base that makes it easy to manage your instrumentation, create and schedule tests, load and unload the 753 or 754, print a variety of standard reports, and manage calibration data

Join the conversation

We design our products with users in mind. Yeah, we have guys in lab coats, developing and testing our tools in rooms we dare not enter. But our ideas, the things that drive our intense development process, come straight from the job site—from the pros who live it every day. They are the voice of Fluke's innovation. Visit our social media sites, and join the conversation. **We're listening.**

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