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Write something brief and catchy, compelling them to open the email.



Signalysis News: December 2015

The Signalysis office has been a flurry of activity these past few months. While continuing to enhance our products, we've been busy installing new test systems, writing proposals, attending trade shows, and preparing for a [webinar](#) – all while putting the wraps on our new [web site](#). Still, with all of this going on, it's important to step back and thank you for allowing us to work with you; or for considering us for your test system needs.

This is the first in a series of regular e-letters designed to keep you up to date of the latest happenings within our company and industry. We'll share news, offer a few tech-tips, and introduce you to some of the people who make Signalysis so special. As we wind down another year, I invite you to consider Signalysis in your 2016 planning. We will be happy to learn more about your testing requirements and discuss how we can deliver *the Sound of Silence* to your products!

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[Visit our Website](#)

Webinar: Delivering the Sound of Silence - An Introduction to Accelerometer Data Acquisition

January 13, 2016
2:00 PM (Eastern)

Register [here](#)

Accelerometers, microphones, and lasers each have their advantages in collecting NVH data. This 40-minute webinar will provide an overview of accelerometer testing – from test set-up through data acquisition and analysis.



Automotive Seat Testing

Signalysis end-of-line test systems are integrated into the production line for 100% unit testing. The test station ensures the ability to:

- Identify root causes of NVH issues
- Validate aesthetic & functional specifications
- Impact production cycle time minimally
- Eliminate cost & objectivity of human

inspection

As a result manufacturers can:

- Document complete testing data prior to shipment
- Reduce returns & warranty issues associated with noise & vibration defects
- Ship seats confident that they would meet customer quality requirements

Get more information [here](#).



4 Questions 4: Keith Coomer

Keith wears a lot of hats at Signalysis. We were able to catch up with him just long enough to have him answer four quick questions.

1. Can you tell us a little about yourself??

I grew up in Cincinnati and attended the University of Cincinnati. I moved around quite a bit spending time in Louisville, Dayton, Minneapolis and West Palm Beach. Eventually, I ended up back in Cincinnati, got married and had a family. I hope to retire to the ocean someday!

2. What is your day-to-day role with Signalysis?

Signalysis isn't a large company so I support a number of functions. Business has been very good so I spend a lot of time writing quotations and proposals. I also provide finance and accounting support, marketing and sales support as well as project tracking and profitability.

3. What do you enjoy most about Signalysis?

The people here are passionate about engineering, solving problems and are driven to genuinely exceed expectations. We all have a job to do and work hard to get it done. At the same time we also know how to relax and have fun. Another benefit is occasional samples from our neighbor, Sonny Marie's gluten-free bakery!

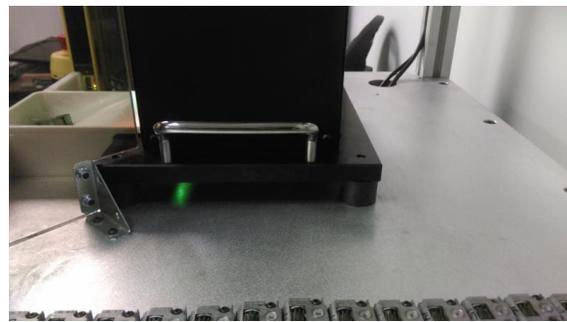
4. What do you do when you're not working?

I try to play racquetball when my knees let me. I'm a die-hard UC Bearcats basketball fan and love the music of Jimi Hendrix and Miles Davis. I take as many trips as possible to Austin, Indianapolis and Columbus to visit my children and grandchildren. I also have a golden retriever who keeps me busy on a daily basis.



Tech Tip: Equipment Isolation

Test set-up is extremely important to collecting clean data. Take the time to properly dampen the object of your test. Often this is best accomplished with vibration isolation mounts. Proper isolation reduces the likelihood of data being corrupted by outside sources. Vibration is constantly being transmitted through the floor, table, etc. Take the time to make sure that outside interference isn't



interfering with your test results!

Who's News

We welcome University of Cincinnati co-op, Matt Tucker back for a 4th semester of hands-on experience. Matt will assist in SigQC software development, enhancements, and testing. In addition to his major in Computer Science, Matt is pursuing a degree in Mathematics.

Raised in Lima, Ohio, Matt now lives near the UC campus. He is an avid football fan. In his free time Matt enjoys playing the drums and can be found playing soccer, tennis or football with friends. Welcome back Matt!



[Visit our Website](#)

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"