

# ESA 614 Product Launch

## New US Electrical Safety Analyzer

**FLUKE®**

**Biomedical**



**LANDAUER®**

# ESA 614 Launch

## What is it?

- New electrical safety analyzer
- Substantially like an ESA 615
  - only tests to NFPA-99 and ANSI/AAMI ES-1
  - Has onboard automation & memory
  - Added capability for connected printer

## Who is it for?

- Biomedical Engineers/technicians, service engineers, facilities, and others who test to NFPA-99 or ANSI/AAMI ES-1 who will value onboard automation



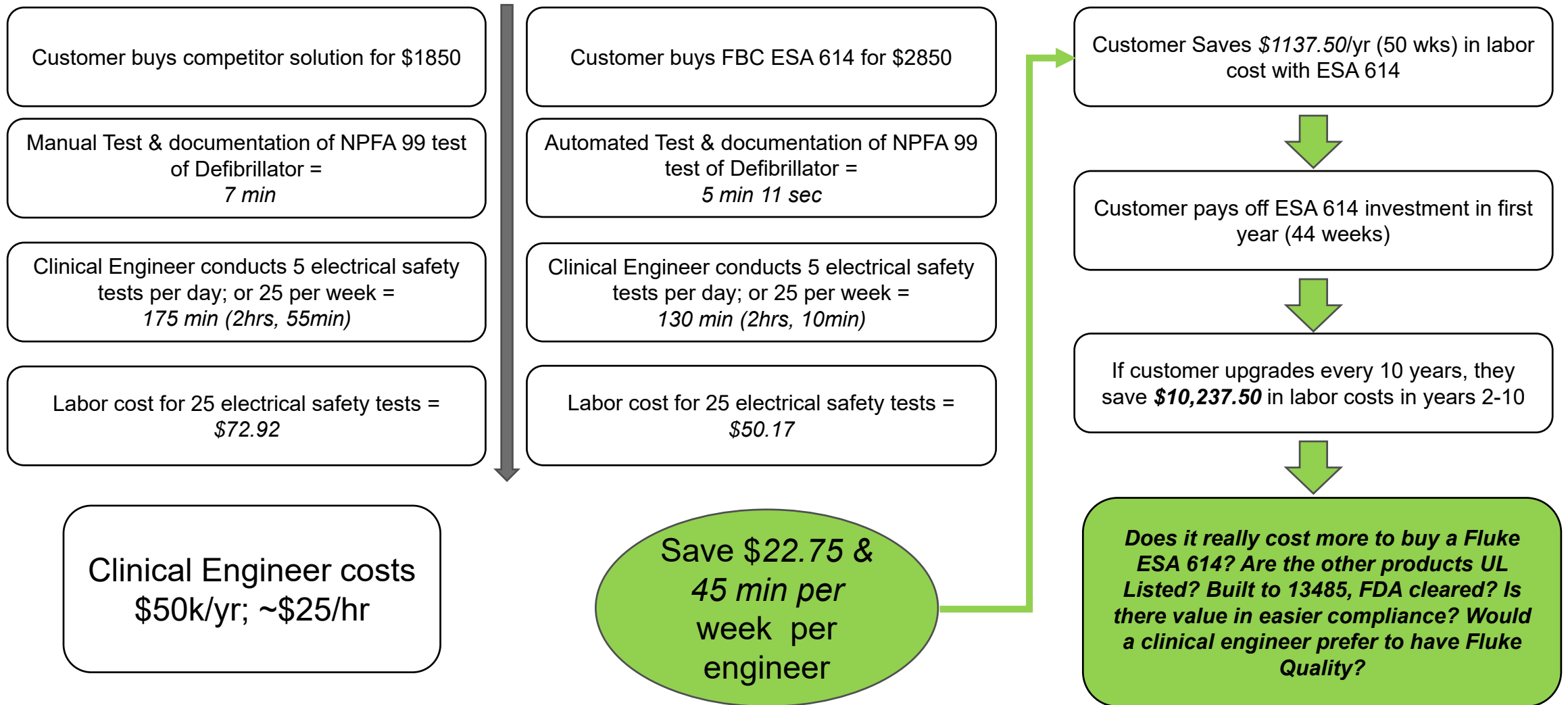
# ESA 614 Launch

## Why are we launching this product?

- US Only
- Help with mid-low price (MPP/LPP) segments in the US
- Move customers from older, non-automated, products to modern test automation
- Reinforce need to comply with standards, make it easy for customer to do so
- Give you a better option to compete



# Why ESA 614?





## ESA614

- P/N : 5031918
- Price: \$2850
- Uses standard ESA accessories
- Added Label Printer option for ESA615 and ESA614. Compatible with Zebra or emulated ZPL II commands using a 3" x 2" label (or 2" x 3" label if set to rotated). Larger labels work, but will have extra white space.
- Improved keyboard responsiveness over ESA615
- There is not, and will not be, an Ansur plug in

## ESA615

- Added Label Printer option for ESA615 and ESA614. Compatible with Zebra or emulated ZPL II commands using a 3" x 2" label (or 2" x 3" label if set to rotated). Larger labels work, but will have extra white space.
- Improved Keyboard responsiveness

# Key Messages



**Onboard test automation and memory allow you to automatically & efficiently step through testing and save results**

***Only Pay for the Standards you need***

- **Automated testing for NFPA-99 & ANSI/AAMI ES-1**

***Trusted Partner***

- **Test with confidence using a device that is UL listed, manufactured according to ISO 13485, and FDA cleared**

# ESA614 – Marketing Launch



## Launch Video – 12/4

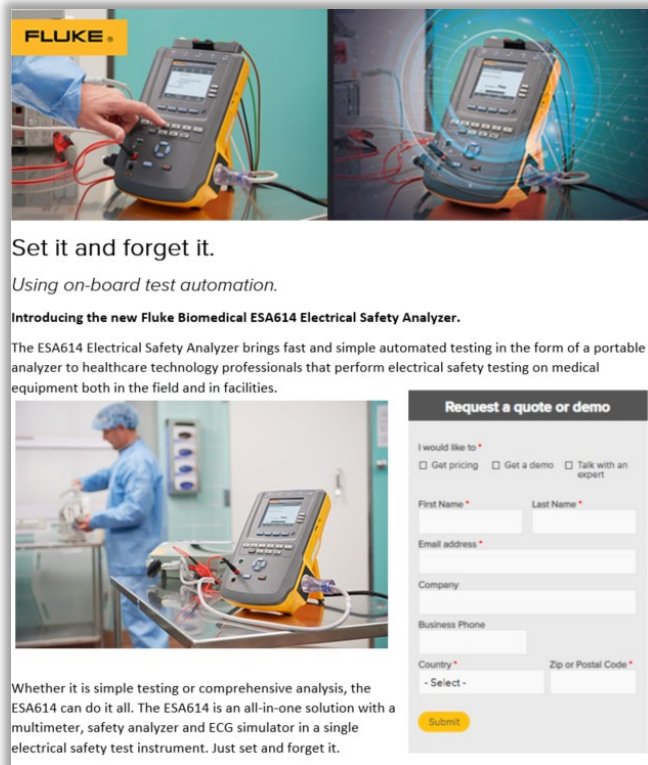
<http://a.flukebiomedical.com/esa614>





# ESA614 – Marketing Launch

## Retargeting Display Program



**FLUKE**

**Set it and forget it.**  
*Using on-board test automation.*

**Introducing the new Fluke Biomedical ESA614 Electrical Safety Analyzer.**

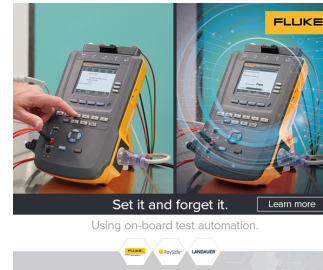
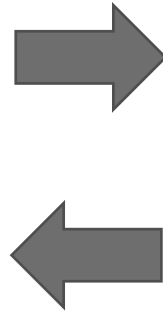
The ESA614 Electrical Safety Analyzer brings fast and simple automated testing in the form of a portable analyzer to healthcare technology professionals that perform electrical safety testing on medical equipment both in the field and in facilities.

**Request a quote or demo**

I would like to \*  
☐ Get pricing ☐ Get a demo ☐ Talk with an expert

First Name \* Last Name \*  
Email address \*  
Company  
Business Phone  
Country \*  
- Select - Zip or Postal Code \*  
**Submit**

Whether it is simple testing or comprehensive analysis, the ESA614 can do it all. The ESA614 is an all-in-one solution with a multimeter, safety analyzer and ECG simulator in a single electrical safety test instrument. Just set and forget it.



**FLUKE**

**Set it and forget it.**  
*Using on-board test automation.*

**Learn more**



**FLUKE**

**Set it and forget it. Using on-board test automation.**

**Learn more**



**FLUKE**

**Set it and forget it.**

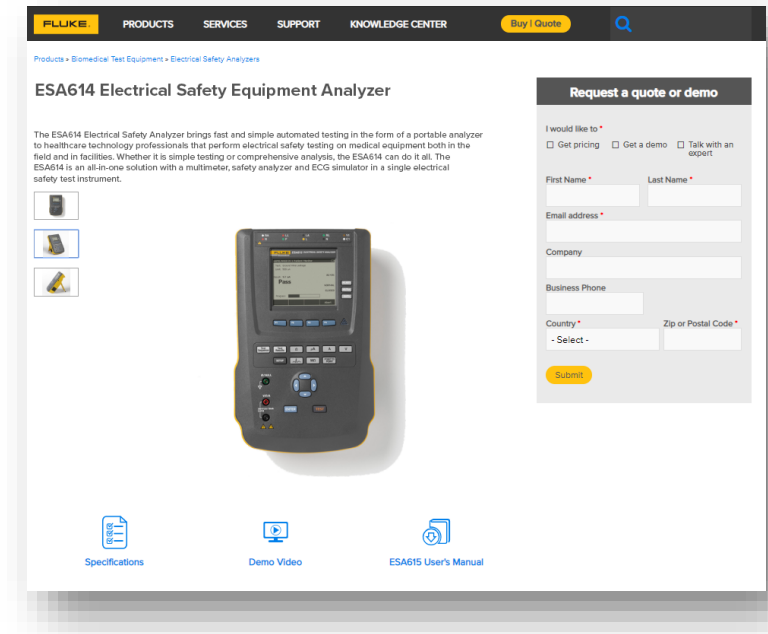
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Products » Biomedical Test Equipment » Electrical Safety Analyzers

### ESA614 Electrical Safety Equipment Analyzer

The ESA614 Electrical Safety Analyzer brings fast and simple automated testing in the form of a portable analyzer to healthcare technology professionals that perform electrical safety testing on medical equipment both in the field and in facilities. Whether it is simple testing or comprehensive analysis, the ESA614 can do it all. The ESA614 is an all-in-one solution with a multimeter, safety analyzer and ECG simulator in a single electrical safety test instrument.

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[Specifications](#) [Demo Video](#) [ESA615 User's Manual](#)

# ESA614 – Marketing Launch

## ESA614 Flyer and Datasheet



FLUKE®

Set it and forget it.

Using on-board test automation.


The ESA614 Electrical Safety Analyzer brings fast and simple automated testing in the form of a portable analyzer to healthcare technology professionals that perform electrical safety testing on medical equipment both in the field and in facilities.

Whether it is simple testing or comprehensive analysis, the ESA614 can do it all. The ESA614 is an all-in-one solution with a multimeter, safety analyzer and ECG simulator in a single electrical safety test instrument. Just set and forget it.

- Test to NFPA 99 or ANSI/AAMI ES-1, the prevalent standards in the US
- Ensure all required test steps are executed correctly with onboard automated testing
- Test with confidence using a device that is UL listed, manufactured according to ISO 13485, and FDA cleared from a trusted partner
- Available in the United States only

For more information visit our website at:  
[www.flukebiomedical.com/esa614](http://www.flukebiomedical.com/esa614)

FLUKE® RaySafe™ LANDAUER®



FLUKE®

Technical data  
**ESA614**  
Electrical Safety Analyzer

The ESA614 Electrical Safety Analyzer brings fast and simple automated testing in the form of a portable analyzer to healthcare technology professionals that perform electrical safety testing on medical equipment both in the field and in facilities. Whether it is simple testing or comprehensive analysis, the ESA614 can do it all. The ESA614 is an all-in-one solution with a multimeter, safety analyzer and ECG simulator in a single electrical safety test instrument. Just set and forget it.

Key features

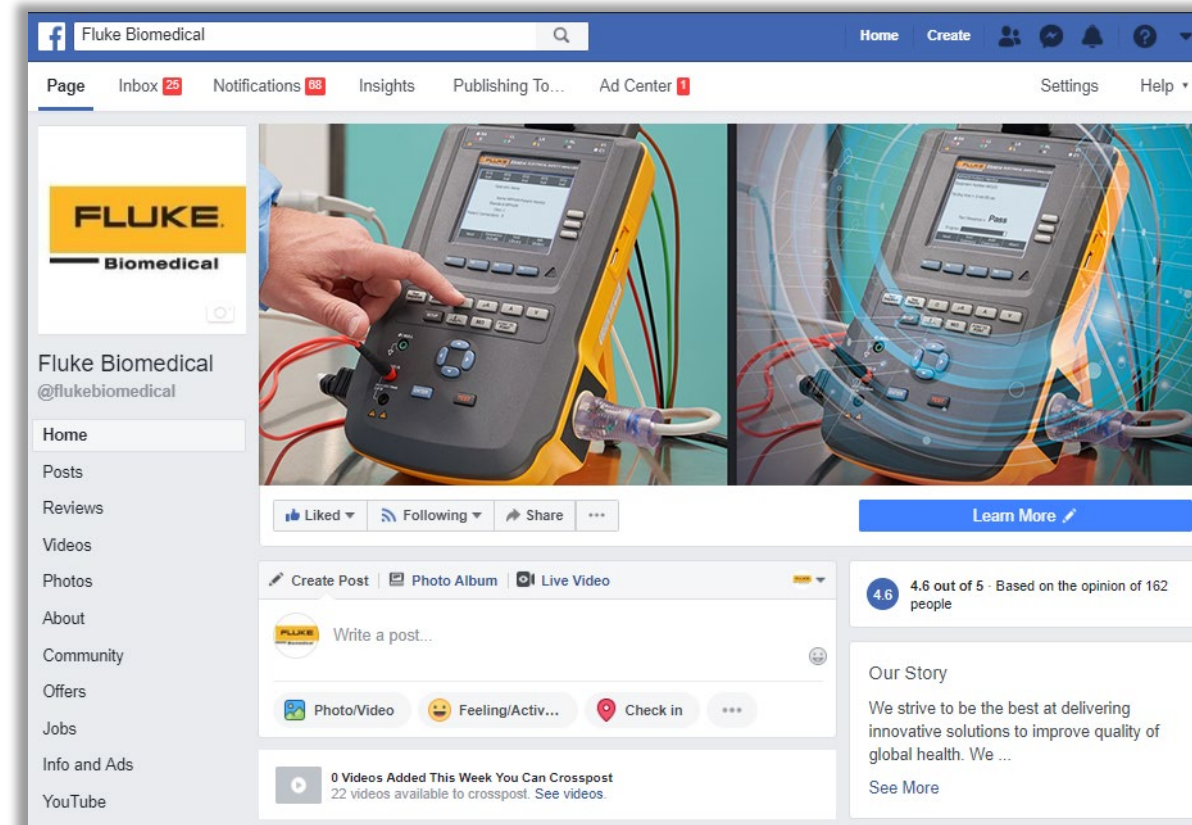
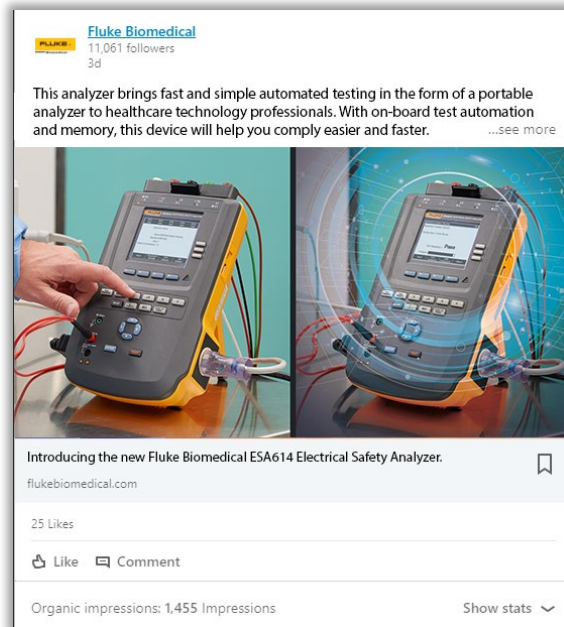
- Ergonomic design with an integrated handle and tilt stand makes it portable and easy to use
- Automated test sequences with compliance to US electrical safety standards using on-board automation (ANSI/AAMI ES:1993 and NFPA-99)
- Streamlined testing with a user-friendly interface
- Combined functionality of a simulator multimeter and safety analyzer in a single test tool with ECG waveform tests and dual-lead measurements
- Five applied parts jacks and easy ECG snap connection; optional expander box for up to 12-lead ECG testing
- Easy data entry through barcode external keyboard or on-board keypad
- Fast and convenient data storage and exchange through wireless communication or a removable memory card
- Keep your unit in the field and out of the repair shop with replaceable mains fuses
- Get Fluke quality and ruggedness for long-term reliability for rugged field applications with CE and CSA
- Two-year extended warranty (no-cost available after first-year calibration at any authorized Fluke Biomedical Service Center)
- Available in the United States only

FLUKE® RaySafe™ LANDAUER®



# ESA614 – Marketing Launch

## Social Media Program – LinkedIn and Facebook



# ESA614 – Marketing Launch

## SEO Keywords – Top Five

1. NFPA 99 Electrical Safety
2. AAMI/ANSI ES-1
3. Electrical Safety Testing  
Medical Devices
4. Electrical Safety Analyzer
5. Hospital Electrical Safety  
Testing





# ESA614 – Go to Market

## Email Signature – take your customers to the landing page

**Dan Wold**  
Content Marketing Manager  
D: 425.446.6782  
E: [dan.wold@fluke.com](mailto:dan.wold@fluke.com)



Set it and forget it.

Learn more





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Email address \*

Company

Business Phone

Country \*

- Select -

Zip or Postal Code \*

Submit

# ESA614 – Go to Market



## Channel Launch Page

<https://www.flukebiomedical.com/esa614-channel-launch>

Visit this web page to download the assets for this campaign.

Password: FBC-ESA614

**For sales only!**

# Channel Program

- Aware: Webinar to introduce product (this presentation will be recorded).  
Marcom launch campaign through assorted media starting 12/4
- Motivate:
  - Start selling today!
  - Most units booked in December receives a **\$2,000** prize
  - 2019 Q1/Q2 Additional Spiff (More details to follow)
- Equipped: 5 ESA614's added to demo pool



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