

Emerging Markets & Partners

MLC

testo 318 Endoscope

Product



Front view



side view

Black & Orange Style

2.4" Color TFT LCD Display

2x Zoom / >24fps

1 m waterproof gooseneck length

9 mm camera diameter with lightening

Application:

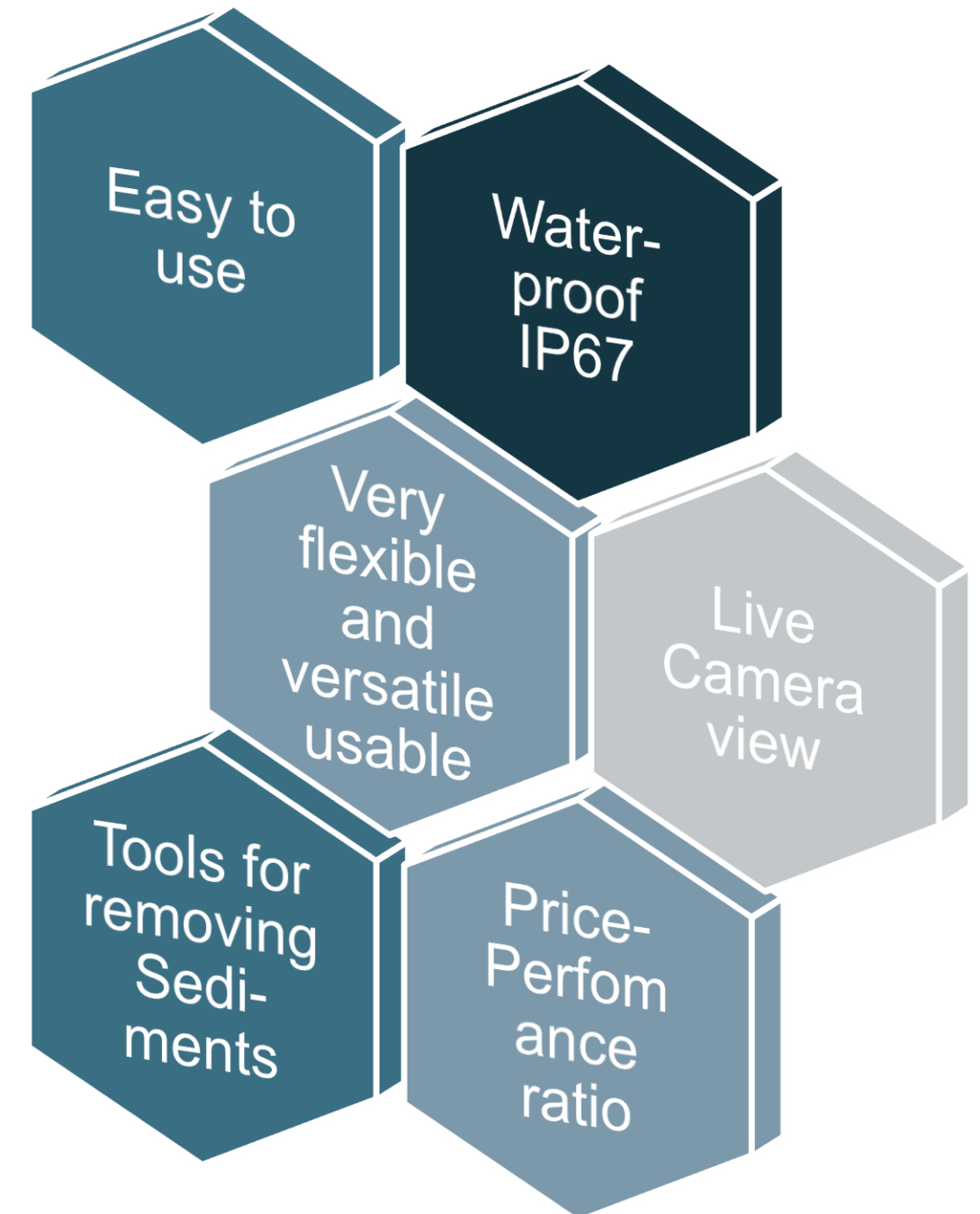


Flue gas pipes, fireplaces and boilers. Inspection of components and detection of damage



Air conditioning, ventilation system. Detection of objects or deposits in the system.

Customer benefit:





Accessories:

- 4x AA Batteries
- 1x Hook
- 1x Mirror
- 1x Magnet

Order number	0563 3185
Packaging Concept	Colour Box
RLP	160,00 €
Discount class	Q1

Place

Exclusively for Direct business / eCommerce:

- HVAC Contractors
- Facility Management Companies
- HVACR Manufacturers incl. Field Services
- Inhouse Maintenance and Technicians
- Industrial Production
- Industrial Plant Maintenance and Technicians)

Direct Sales

- Cross Sell/ testo Portfolio
- Opportunity to create local sets
- Project Sales
- Key Account



eCommerce

- Single Pieces to Customer
- Cross Sell to the other testo Portfolio
- In-App Messaging (Cross Sell)
- Google Shopping (Market Places)



Promotion

HVAC contractor / service technician

10 HVAC Contractors

13 Inhouse Maintenance and Technicians



12 Facility Management Companies
14 Inhouse Maintenance and Technicians

40 Industrial Production
42 Inhouse Maintenance and Technicians

our new product

The **new endoscope** offers

key benefit

- best-in-class **efficiency, flexibility and price-performance-ratio**

target group

- for **HVAC contractors and technicians,**

pain point

- who struggle with **cracks, leaks, blockages and damage in hard-to-reach places** in air ducts, heat exchangers and HVAC systems

key application

- when **servicing heating and climate systems.**

**Webshop
exclusie**



Simple identification of interference sources **via integrated LED lighting, with 10-stage brightness control**



Large color LCD display (480 x 234 px, 2,4")



Pivoting camera with 9 mm diameter, convenient 180° image rotation function and 70° viewing angle



Real-time live view (24FPS/sec) and convenient 2x digital zoom



Flexible, waterproof gooseneck (1m) for easy exploration of hard-to-reach places

- Easy removal of interference sources via robust hook, mirror and magnet
- Waterproof (IP67)
- Detachable gooseneck
- Viewing distance 3-8 cm

- **Integrated into HQ-Campaigns**
HVAC/R Focus 3 campaign (direct material send-out: 14.06.)
+ Industry Focus 3 campaign (send-out materials: 01.08.)
- **Launch communication on Testo channels**
Webshop Images/Banner, Social Media (flexible integration), E-Mail Teaser Sections (flexible integration), Push-Notifation/inApp Messaging - testo Smart App, Magazine Version 2 (incl. testo 318)
- **Key media**
 - Digital material
 - Testo Website, Webshop
 - Product/Webshop images



Be sure. 