OLYMPUS

OLYMPUS AMERICA INC.
LATIN AMERICAN OPERATIONS
6100 BLUE LAGOON DRIVE
SUITE 390
MIAMI, FLORIDA
33126-2087
TEL (305) 266 2332
FAX (305) 261 4421

DATE: January 23, 1995

Via FAX (Distribution)
Page 1 of 1

TO: All PID Dealers
ATTN: Sales Managers

FROM: Lazaro Amador LA

SUBJECT: AX70 & IX SALES TRAINING

Lazaro

We are pleased to announce that we are offering a sales training course on the AX70 PROVIS and IX inverted microscopes at the Miami LAO office from April 3-7, 1995. The five day course will address the following microscopes and topics:

- AX70, PROVIS Research Microscope
- IX70/50 Research Inverted Microscope
- ON, Olympus/Narishige Micromanipulators
- CUT 4055/4060 Microtomes
- High Resolution, Low Light Level Video

OK

The course will be geared to hands-on time and training with the new instruments. The morning lecture will cover the features and benefits of each system, configuration and engineering details of the microscopes that will be used throughout the day. Almost all of the training will be done in Spanish although an understanding of English will be most helpful. Assistants in the training course will be Julio Tavares and Mike Testa from the New York Technical Marketing office. We will also have speakers from other companies to give lectures and demonstrations on ancillary equipment that will be covered in the course. Classes are from 9:00am - 6:00pm everyday, so travel schedules should be made accordingly.

Dealers are to pay for airfare, hotel, meals and incidentals not covered by Olympus. Olympus will provide coffee and pastries each morning, all lunches and a banquet dinner Thursday evening.

Please confirm your intention to participate and the name(s) of the person(s) travelling from your company as soon as possible. We will restrict the number of participants each company can send so please confirm early to reserve your spot. Once you have faxed your confirmation of attending this course, we will send you detailed hotel, transportation and airport pick-up information. Eventually, Evette Santana will need to know the flight details for all those traveling to coordinate hotel arrangements.

We are looking forward to a very successful introduction of the new and exciting research microscopes from Olympus America into Latin America with your very valued participation!

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MEMORANDUM

OLYMPUS AMERICA INC.
LATIN AMERICAN OPERATIONS

6100 BLUE LAGOON DRIVE
SUITE 390
MIAMI, FLORIDA
33126-2087

TEL (305) 266 2332
FAX (305) 261 4421

DATE: June 8, 1994

VIA FAX (Distribution)

TO: All PID Dealers
ATTN: Sales Manager

FROM: Michael Crump MC

SUBJECT: METALLURGICAL MICROSCOPE SALES TRAINING

We are pleased to announce that we are offering our first comprehensive metallurgical microscope training course at the Miami LAO office from August 3rd - 5th, 1994. The three day course will address the following microscopes and topics:

- PME3 Inverted Metallograph
- PMG3 Inverted Metallograph
- BX30/BX40/BX50/BX60 Metallurgical-reflected light microscopes
- OVM microscope
- SZ/SZH stereo review
- PM20/30 photo systems
- PM photo systems
- Fluorescence microscopy (industrial applications)
- Nomarski differential interference contrast (DIC)
- Selling skills
- Configurations and quoting

Polarización
Forensic
aprobado para
Leonardo

The course format will be centered around hands-on time and training with the instruments. There will be a lecture session each morning covering the fundamentals of the optical principles to be seen in the laboratory session of that day. All training sessions will be done in Spanish, although participant understanding of English will be helpful. All training will be done by Lazaro Amador, Assistant Marketing and Sales Manager at LAO, and Julio Tavares, an Engineer in the Technical Marketing department at New York. Classes are from 9am - 6pm everyday, so travel schedules should be made accordingly.

Dealers are to pay for airfare, hotel, meals and incidentals not covered by Olympus. Olympus will provide coffee and pastries each morning at the LAO office, all lunches and a banquet dinner Thursday evening.

PLEASE CONFIRM YOUR INTENTION TO PARTICIPATE AND THE NAME(S) OF THE PERSON(S) TRAVELING FROM YOUR COMPANY AS SOON AS POSSIBLE. (Space may be limited). Once you have faxed your confirmation of attending this course, we will send you detailed hotel, transportation and airport pick-up information. Eventually, Evette Santana will need to know flight details of all those traveling to coordinate hotel arrangements.

We are looking forward to another succeessful training class and the improved sales and customer service that will follow!

Ref: *MC062894*

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OLYMPUS AMERICA INC.

MEMORANDUM

Date: September 15, 1993

To: Hans Peter Muller - Arotec Colombiana S.A. VIA FAX (571-285-3604)

From: Michael Crump MC
Manager, Latin America Operations
Precision Instrument Division (PID)

Subject: **Miami Sales Training**

Thank you very much for your positive response to our invitation to attend our first Latin American microscopy class in Miami. We have reserved space for Leonardo Garcia and plan on a full schedule of hands-on technical sales training for 3 1/2 days.

I realize that the time of a salesman out of your local market, combined with the travel costs, is an investment on your part. We are confident that the training will provide sales dividends.

Upon arrival into Miami International Airport there will be complimentary shuttle service offered by the Hotel to and from the airport. Once luggage has been reclamado claimed go to the upper (departures) level superior of the airport. The shuttle runs from 6:00 am - 12:00 am (midnight) every 1/2 hour to 45 minutes. Shuttle van should say Holiday Inn Airport Lake South 266-(0000) on the side of the van. Please make sure this van is the one taken, there are many Holiday Inn vans at the airport.

Each morning the Olympus van will pick you up at the Hotel at 8:30 a.m. and bring you to the office. Please find Hotel information below:

Holiday Inn
Miami International Airport South
1101 NW 57th Avenue
Miami, Florida 33126
Tel.: (305) 266-0000
Fax : (305) 266-9179

Please fax a copy of flight itinerary.

Best regards.

REF: MC091993

Please resend this Fax. It is unreadable

Regards.

OLYMPUS

OLYMPUS CORPORATION
LATIN AMERICAN OPERATIONS
PRECISION INSTRUMENT DIVISION
6100 BLUE LAGOON DRIVE
SUITE 390
MIAMI, FLORIDA 33126-2087 USA
TEL: (305) 266-2332
FAX: (305) 261-4421
TELEX: 159502

DATE: AUGUST 18, 1993 **OUR REF:** MC080793

FAX TO: ALL DEALERS **FAX #:** (DISTRIBUTION)

LATIN AMERICAN OPERATIONS **FAX #:** (305) 261-4421

ATTN: SALES MANAGER **REF:** MIAMI SALES TRAINING

FROM: MICHAEL CRUMP **PAGES:** 2 (INCL. THIS PAGE)

I am pleased to announce that we are offering a training class in our Miami LAO office from September 20th to 23rd. This is the first of two comprehensive sales and technical training seminars specifically designed for microscopes, primarily emphasizing biological applications. (The second class, to be planned for the spring or summer 1994, will be more advanced and will concentrate on research microscopes. A third class, to be planned for summer or fall 1994, will concentrate solely on industrial and metallurgical models and applications.) The schedule for this first class in September is:

Sunday, Sept. 19... *Arrive Miami, hotel check-in*

Monday, Sept. 20

9:00A..... *Welcoming remarks*

9:15A..... *Lecture on Brightfield microscopy, image formation, microscope alignment, standard microscopy terms and definitions, catalog numbering system and conjugate image planes.*

12:00P..... *Lunch*

1:00P..... *Practical Laboratory with Olympus microscopes, covering issues in morning lecture, focusing on system features and benefits, applications and problem solving.*

6:00P..... *Hotel*

Tuesday, Sept. 21

9:00A..... *Lecture on contrast techniques (phase contrast, darkfield and polarized light) and stereo microscopes.*

12:00P..... *Lunch*

1:00P..... *Practical Laboratory with Olympus microscopes, covering issues in morning lecture, focusing on system features and benefits, applications and problem solving*

6:00P..... *Hotel and dinner banquet*

All dealers -?- 8/10/93

Wednesday, Sept. 22

9:00A.....	*Lecture on photomicrography and video.*
12:00P.....	*Lunch*
1:00P.....	*Practical Laboratory with Olympus microscopes covering issues in morning lecture, focusing on system features and benefits, applications and problem solving.*
6:00P.....	*Hotel and written exam\quiz completion*

Thursday, Sept. 23

8:30A.....	*Laboratory Practical Exam*
9:30A.....	*Consultative Sales tips & sales situational role playing.*
11:30A.....	*Conclusion, certificates.*
12:00P.....	*Departures*

SPECIAL NOTES:
The morning lecture formats will be predominantly in english, although some text and handouts will be provided in spanish. All afternoon laboratory sessions will be conducted in spanish.

Dealers are to cover airfare, hotel ($62.80 per night), meals and incidentals that are not covered by Olympus. Olympus will provide training, and pay for all lunches and banquet dinner on Wednesday.

Please confirm your participation immediately.

I am certain that this course will give your salespeople some important tools to improve their confidence, information basis and competence in your market. I think that we will all see additional sales from this training!

Best regards,

Michael Crump/LA

OLYMPUS AMERICA INC.
Michael Crump