

One of the more unusual applications

We were recently contacted by a customer interested in our wind sensors. However, their requirements were a little unusual. The measuring range, power specifications, data output, compatibility and robustness were not important, the only necessity was that the sensor must look good and have moving parts to visually indicate windy conditions. Why? Because it was to be used in a television commercial for a well known anti-flatulence remedy!

The sensor, a cup anemometer, was duly delivered to the television studio in London and dressed up in rather fetching red and white stripes. The anemometer was one of three set-ups used to display windy conditions as well as calm. The other two were a windsock and a kite.

The commercial was shown on Channel 5 just before and after the weather reports during the major news slots.

