

Framestore CFC Selects Tektronix Waveform Monitors for HD Quality Assurance Testing

WFM700 Meets Exacting Quality Demands of Digital Video and Audio

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Tektronix, Inc. , a leading worldwide provider of test, measurement and monitoring instrumentation, announced that Framestore CFC, Europe's largest visual effects and computer animation studio, has selected Tektronix WFM700 waveform monitors for monitoring the quality of high-definition (HD) content, along with digital audio.

Creating stunning visual effects and computer animation for commercials, film and broadcast television is the core work performed by Framestore CFC. Monitoring digital quality continually presents new challenges to post production houses. The Quality Assurance (QA) effort for Framestore CFC has been significantly eased through use of Tektronix' WFM700 Multi-Format, Multi-Standard Waveform Monitor. The WFM700 provides the digital analysis capabilities important in the design, installation and maintenance of digital video systems, including eye, jitter and data measurements for HD and SD formats.

"We've listened to our customers as their monitoring requirements have evolved with the transition from analog to digital broadcast," said Nicki Fisher, EMEA Sales Manager, Video at Tektronix, Inc. "Valuable feedback from companies like Framestore CFC is vital to the continued development of Tektronix products and has been a direct contributor to the leading capabilities in the WFM700. We are committed to continuing to deliver cost-effective, feature rich and easy to use monitoring solutions that ensure content that both looks and sounds great."

"Digital broadcasting requires new monitoring techniques to ensure the quality of a broadcast," said Andy Howard, Framestore CFC's Head of Engineering. "The WFM700 is an absolutely essential asset for monitoring the quality of SD and HD digital component video. This helps Framestore CFC to provide the best possible output for our many clients in film, television and advertising, while reducing the operating expenses associated with achieving and maintaining our desired content quality. In addition to this we will be looking at the WVR7100 series as well, to further enhance our SD & HD monitoring capabilities."

About the WFM700 Series

The Tektronix WFM700 series multi-format, multi-standard waveform monitors offer the monitoring and measurement capabilities needed in the production, post-production, distribution, and transmission of high-definition (HD) and standard-definition (SD) digital video and audio content. With specialized Diamond, Arrowhead and Lightning gamut monitoring displays, session and status screens, a user-configurable multi-mode display, and eye and jitter measurements configurable for full field or line select, the WFM700 series provides users with the powerful tools to enable quick error detection.

For mixed HD/SD environments, the multi-format WFM700A provides the tools needed to perform such operational monitoring tasks as checking signal validity and content quality, setting levels, and verifying signal paths. The WFM700HD offers an HD-only version of these same capabilities. The WFM700M offers all the capabilities of the WFM700A plus the digital analysis capabilities important in the design, installation and maintenance of digital video systems, including eye, jitter, and data measurements for both HD and SD formats. With available digital audio monitoring support, the capabilities of any WFM700 can be expanded to monitor both digital video and up to eight channels of AES/EBU embedded or non-embedded audio in a

single instrument.

About Framestore CFC

Framestore CFC is the largest visual effects and computer animation studio in Europe, with over 20 years of experience in digital film and video technology. The company has won numerous international awards including two Technical Academy Awards from the Academy of Motion Picture Arts and Sciences, three BAFTA Craft Awards and eleven Primetime Emmy Awards.

About Tektronix

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer, and semiconductor industries worldwide. With more than 55 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is <http://www.tektronix.com/>.

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