

## **Tektronix to Provide HD Video Monitoring Equipment for NBC's Coverage of the Olympic Winter Games**

PRNewswire-FirstCall  
NEW YORK

Tektronix, Inc. , a leading worldwide provider of test, measurement and monitoring instrumentation, has been selected to provide WFM700 Waveform Monitors, WVR7100 Rasterizers and TG700 Multiformat Video Generators to NBC during the network's coverage of the 2006 Winter Olympics from Torino, Italy, February 10-26. The announcement was made today by Dave Mazza, Senior Vice President, NBC Olympics and Todd Biddle, Vice President, Video Product Line at Tektronix. The Tektronix equipment will provide the monitoring and control capabilities needed to ensure the production, post-production, distribution and transmission of quality high definition digital video and digital audio content.

"We are pleased that NBC has selected Tektronix HD video monitoring equipment for the 2006 Winter Olympics," said Biddle. "Coverage like the Olympics, in which every second counts, requires the best test and measurement equipment available in order to maintain the quality of content. Using advanced technology monitoring and measurement solutions from Tektronix, NBC broadcasters will be able to deliver high quality HD service to their viewers."

"We demand both high quality and high reliability for the transmission of NBC's Olympic broadcasts," said Mazza. "Tektronix provides easy-to-use monitoring solutions that achieve and maintain our desired content quality while at the same time maintaining operational familiarity with the legacy equipment. As a leader in the video test and measurement field, we know we can trust Tektronix equipment for a broadcast as critical as the Olympic Winter Games."

### 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.

### About the WVR7100

The WVR7100 provides customers in the multi-format environments -- composite, SD, and HD video and/or analog, digital, Dolby Digital (AC-3) and Dolby E audio -- with a cost effective and easy-to-use monitoring tool that enables them to ensure production and broadcast of quality content that adheres to legal broadcast specifications. With the WVR7100's powerful FlexVu™ display, customers can uniquely configure their instrument to display in four different tiles any of the Waveform, Vector, Gamut, Picture, Status, and Alarms displays. With the audio option, the instrument can also display Audio Level Bars, Lissajous, Surround Sound, and Dolby Audio Metadata (Dolby Digital/Dolby E option only) displays. The WVR7100 is the only HD Rasterizer with the de facto industry standard, Tektronix-patented, Gamut displays (Diamond, Split Diamond and Arrowhead) that ensure that the broadcast material meets gamut compliance in the component and composite color spaces. The WVR7100 reduces the time and effort needed to assess the quality of multi-channel audio content and to diagnose multi-channel audio amplitude or phase problems.

## About the TG700 Multi-Format Video Generators

The TG700 is a multi-format, analog and digital, precision signal generation platform. Designed with the changing needs of the video industry in mind, the TG700 offers sync pulse generation and test signal generation for a wide array of analog, serial digital, and digital high definition formats. The TG700 Multi-format Video Generator has a modular architecture that offers the flexibility to meet the single format and growing multi-format needs of the video professional. The TG700 mainframe allows up to four of the following modules to be fitted in the mainframe.

## About NBC Olympics

NBC, "America's Olympic Network," owns the exclusive U.S. media rights to the Olympic Games, television's most powerful property, through 2012, which includes Torino, Italy in 2006, Beijing in 2008, Vancouver in 2010 and London in 2012. This February, NBC Universal will present the 2006 Olympic Winter Games from Torino, Italy (February 10-26, 2006). In August 2004, 203 million viewers watched as the networks of NBC Universal -- NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC's HD affiliates -- offered a record 1,210 hours of Olympic coverage from Athens. In February 2002, 187 million watched the Salt Lake Olympic Games on NBC, MSNBC and CNBC. For additional information, log onto NBCOlympics.com, the Internet's preeminent source for Olympic results, video, photos, news and athlete profiles through the Torino Games. NBCOlympics.com will be the only site in the United States featuring competition video of complete runs and routines, real-time results and medal counts for every event, an interactive television viewing guide to help visitors navigate the 416 hours of Olympic programming on the NBC Universal networks, and comprehensive, multimedia-filled profiles on every American Olympian.

## 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 [www.tektronix.com](http://www.tektronix.com).

NOTE: Tektronix is a registered trademark of Tektronix, Inc. All other trade names referenced are the service marks, trademarks or registered trademarks of their respective companies.

SOURCE: Tektronix, Inc.

CONTACT: Amy Higgins of Tektronix, Inc., +1-503-627-6497, or [amy.l.higgins@tektronix.com](mailto:amy.l.higgins@tektronix.com)

Web site: <http://nbcolympics.com/>

Web site: <http://www.tektronix.com/>

---

<http://news.tektronix.com/2006-01-18-Tektronix-to-Provide-HD-Video-Monitoring-Equipment-for-NBCs-Coverage-of-the-Olympic-Winter-Games>