

China's BIRTV Selects Tektronix Waveform Monitors for Outstanding Product Award

Industry-Leading WFM7100 Recognized at BIRTV 2006 for Fast, Reliable and Easy Content Monitoring and Measurement

PRNewswire-FirstCall

BEAVERTON, Ore.

Tektronix, Inc. , a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that the Beijing International Radio, Film and Television Equipment Exhibition (BIRTV), the region's largest exhibition for radio and TV service providers and equipment manufactures, has awarded Tektronix' WFM7100 its "Outstanding Product" award for video production and broadcasting. The new Tektronix video waveform monitors aid customers in the transition to digital environments. The award winners were selected by an independent panel of China's foremost experts in broadcast technology and presented at BIRTV 2006 in Beijing, China. This is the third year in a row that Tektronix video products have won the outstanding product award at BIRTV. Previous products that have received the award are the WFMNLE software waveform monitor and MTS400 Series MPEG Test System.

The WFM7100 waveform monitors offer industry-leading performance, reliability and flexibility to help video professionals produce and deliver high quality video and audio content for mixed-format systems in the emerging digital era. These multi-format waveform monitors offer customers the widest range of product configurations and upgrades, and industry-first capabilities that enable the seamless migration from composite video configurations to complete HD/SD/composite solutions. The WFM7100 Series provides all new troubleshooting and monitoring abilities to solve problems across multiple formats and at remote sites.

The awards panel assessed a number of different products from a cross section of vendors and unanimously selected the Tektronix WFM7100. "The transition from analog to digital video has created new business and technical requirements for video and audio monitoring solutions," said Mr. Zhou Xuhui, a panel member and deputy director of technology & equipment for Beijing TV. "Broadcasters need highly-capable, cost-effective, easy-to-use waveform monitoring solutions that enable them take full advantage of the emerging higher performance digital technologies while maintaining their revenue-generating analog systems. Tektronix's WFM7100 waveform monitors are an ideal solution for maintaining hybrid video production, distribution and broadcast systems through the transition from analog to digital video and audio technologies."

The panel found several compelling reasons for selecting the WFM7100 for the outstanding product award including the waveform monitors' flexibility, multi-format support and non-intrusive ability that best support clients' business needs. Also highlighted by the selection panel was the wide range of product configurations and upgrades available for the monitors, and industry-first capabilities that enable the seamless migration from analog video and audio to complete HD/SD SDI and digital audio solutions. Lastly, the panel cited the industry-leading combination of monitoring and measurement capabilities and unique user interface of the WFM7100 that allows fewer production, operations and engineering staff to efficiently monitor more content.

"BIRTV is a very important exhibition for leading broadcasters and video equipment producers in China and the region. Tektronix is honored to be recognized for its industry leading products that enable customers to design and deploy the latest video testing solutions," said James Alderton, Marketing Director, Tektronix Asia Pacific. "Tektronix will continue to commit to delivering our innovative See and Solve™ capabilities

that helps customers to quickly identify, diagnose and resolve errors for increased quality assurance and decreased downtime."

About WFM6100/WFM7000 Series

The multi-format waveform monitors WFM6100, WFM7000, and WFM7100 allow customers to select the exact configuration that best supports their business needs. The SD-capable WFM6100 offers high performance monitoring and measurement capabilities. It can be configured to monitor either NTSC/PAL analog video (Opt. CPS), SD digital video (Opt. SD), or both video formats. Available audio options offer support for monitoring digital audio (embedded and AES/EBU inputs), analog audio, and Dolby audio formats. Available measurement options offer in-depth digital data analysis and SDI signal measurements, such as Eye diagrams and jitter.

The HD-capable WFM7000 offers basic monitoring capabilities for applications involving HD digital video. It can be configured to monitor NTSC/PAL analog video (Option CPS), SD digital video (Option SD), HD digital video (Option HD) or any combination of these video formats. Available audio options offer support for monitoring digital audio (embedded or AES/EBU inputs) and analog audio. The WFM7100 also adds support for SDI signal measurements, including Eye diagrams and jitter, CaptureVu capability for diagnosing problems, and Dolby audio formats.

About Tektronix

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services for the communications, computer, and semiconductor industries -- as well as military/aerospace, consumer electronics, education and a broad range of other industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks, advanced and pervasive technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is 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

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

<http://news.tektronix.com/2006-09-12-Chinas-BIRTV-Selects-Tektronix-Waveform-Monitors-for-Outstanding-Product-Award>