

Tektronix' Cerify Awarded 'Best of IBC 2006'

World's First Fully Automated Verification System for File-Based Digital Video and Audio Content Recognized for Excellence

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Tektronix, Inc. , a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that Cerify, the world's first fully automated system capable of verifying the quality of file-based, compressed digital video and audio content prior to transmission, is one of a handful of products selected for the "Best of IBC 2006 Editors' Awards," as announced in the October issue of TVBEurope magazine. Designed for broadcasters, content providers, mobile video providers, and for video archives, Cerify helps to ensure a high-quality end-user viewing experience.

The focus of IBC 2006 was on multimedia in the networked home, HDTV, mobile media, content production, IPTV and digital cinema. The honor follows the selection of Cerify by the editors of TVBEurope and The IBC Daily News as part of the "What Caught My Eye" video sessions at IBC from among the thousands of products on display during Europe's largest broadcast technology show. The awards panel, comprised of top journalists and analysts from the worldwide broadcast industry, selected what it regarded as the most innovative products at IBC 2006, with special emphasis on those that clearly demonstrate practical and financial benefits to the end user.

The panel found several compelling reasons for selecting Cerify, including its ability to perform consistent and thorough checks of incoming files against specific quality and transmission parameters of all levels of content, from baseband through transport streams.

Cerify tests media files against user-defined templates for the video, audio and system components. Cerify logs errors as the content is checked, can move suspect content to a "quarantine server" and can send e-mail alerts of errors to users and content encoders. The error notification explicitly describes the error and error location as well as provides images of the errant video frames/audio waveform with the error area highlighted.

Cerify is applicable not only to traditional broadcasters and network operators but also to content providers including movie, TV, video and streaming media companies, for post-production checking of encoding, and to video archives providing an easy way to analyze and check the integrity of the content of the digital video archives.

"We are honored to be recognized for our industry-leading products that aid in the transition to digital media," said Todd Biddle, Vice President, Video Product Line, Tektronix, Inc. "Compressed digital content is complex and can use different standards, resolutions, formats and metadata that must be accurately specified and encoded if the content is going to reach the end- viewer and be played correctly. With Cerify, the broadcaster knows the content is correct before it is transmitted, ensuring higher levels of end- customer viewing satisfaction."

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 .

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