

Orange Romania Selects Tektronix for Telecom Services Transformation Initiative

UA Suite to Provide Increased Visibility of Customer Experience, Service Quality in Mobile Operator's Next Generation Applications

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Tektronix, Inc. , a leading worldwide provider of communications network management and diagnostics solutions, announced that Orange Romania has selected the Beamer and Orion solutions from its industry-leading Unified Assurance suite to aid in the operator's network transformation efforts. The selection expands Tektronix' association with Orange Romania, which is currently using the GeoProbe network monitoring solution. The addition of Tektronix' Beamer and Orion solutions will enable Orange Romania to take a proactive approach in assuring optimal service delivery and in managing end users' experience.

With Tektronix' Unified Assurance suite, Orange Romania will have the service level view necessary to manage complexity and move from a network related vision to a customer oriented vision of quality of service as France Telecom Group, the parent company of Orange Romania, seeks to become the operator of reference for new telecom services in Europe.

"Orange Romania is committed to providing excellent services to our subscribers as we continue to strengthen our leadership position in the market," said Thierry Souche, Chief Technology Officer, Orange Romania. "Having used GeoProbe, we are confident in our ability to enhance the level of service our customers have come to expect."

France Telecom Group is midway through its New Experience in Telecom (NExT) initiative, a three-year program to introduce subscribers to a world of new, innovative services. With the implementation of Tektronix' Unified Assurance suite, Orange Romania's network team has consistent and interchangeable visibility into network, service and customer activity system-wide using industry standard Key Performance Indicators. Additionally, Unified Assurance suite's historical and real-time indicators efficiently and effectively allow the network team to correct problems as they occur.

"Unified Assurance will provide Orange Romania with a true end-to-end view of its network traffic, service- and customer-level performance indicators as the company continues its transformation into one of Europe's premier next generation service providers," said Doug Dickerson, Vice President and General Manager, Network Management, Tektronix. "As our relationship with Orange Romania evolves, we will continue to provide them with the latest in innovative technologies to help them meet and exceed their growth goals."

About Orange Romania

Orange Romania is Romania's largest GSM network operator, fully owned by the France Telecom Group. Since June 2006, France Telecom Group has been extending the Orange brand beyond mobile, fixed line, internet and TV offers. Orange also serves all size businesses and provides total business communications in 220 countries and territories. Orange customers have access to an exciting new generation of services that are designed to make life easier, as well as a cohesive customer experience from a single, unified operator. Orange Romania's Web address is www.orange.ro.

About Tektronix' Unified Assurance Portfolio

Tektronix' industry-leading Unified Assurance (UA) network management suite provides integrated, end-to-end performance monitoring solutions for customer, service and network assurance. UA supports a full range of monitoring capabilities across next generation mobile and IP networks, including active test solutions that provide active troubleshooting, provisioning and automated service quality monitoring. The Tektronix solutions quickly identify, localize and quantify service and network issues, giving customers an integrated, end-to-end next generation network.

The GeoProbe product provides network engineers with the information needed to solve network and service problems across technologies, applications and element vendors. The Orion product provides visibility into service delivery performance for the carrier-to-carrier, carrier-to-subscriber, and carrier-to-content provider services. The Beamer product provides visibility into service delivery performance for high-value customers. More information can be found at: www.tektronix.com/networkmanagement.

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, computing and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is www.tektronix.com.

Tektronix provides network operators and equipment manufacturers a comprehensive and unparalleled suite of network diagnostics and management solutions for fixed, mobile, IP and converged multi-service networks. These solutions provide both active and passive testing and monitoring, covering a full range of legacy and next generation protocols and services, including IPTV, VoIP, IMS, WiMAX, broadband wireless access, triple play and fixed- mobile convergence applications. Learn more about Tektronix' communications test, measurement and network monitoring solutions by visiting www.tek.com/communications.

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