

Tektronix Picture Quality Analyzer Wins Major Video Industry Award at SATIS 2007

PQA500 Voted Most Innovative Product in the Broadcast Category

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Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, announced that its PQA500 Picture Quality Analyzer has received a SatisFecit Award for Most Innovative Product in the Broadcast category at the SATIS Exhibition for image and sound technologies in Paris, France.

The SatisFecit awards, reinitiated this year to mark the 25th anniversary of SATIS, recognize the most innovative products on the market across three categories -- Production, Post-production, and Broadcast. The PQA500 was selected by a panel of eight judges and by visitors to the show who voted for the product of their choice. The Tektronix PQA500 beat competition from six other companies in the Broadcast category.

The award was presented to Tektronix by a member of the judging panel, Jean-Christophe Coin, Technical Director at Groupe Transatlantic. "The PQA500 offers real high end innovation," said Coin. "Tektronix has again demonstrated its innovative spirit with this first-to-market technology which incorporates eight new Tektronix patents and embodies the company's unique and comprehensive Human Vision Model."

"Having recently received two major awards at IBC 2007 for the PQA500, it is an honor to receive yet another award that acknowledges this product and its innovative features," said Arif Kareem, Vice President, Video Products, Tektronix. "The PQA500 is unique in its ability to compare differing file/video formats, frame rates, bandwidth, viewing conditions and display models. The instrument enables CODEC developers and broadcasters to optimize resources while also meeting customer expectations for consistent picture quality regardless of the viewing medium."

Launched in April 2007, the PQA500 Picture Quality Analyzer uses quantitative techniques to predict subjective video quality ratings, not only between video of the same video standard, but also between 1080i and 720p HD, HD and SD, 525 line and 625 line SD, 30 frames per second and 25 frames per second, SD and CIF, HD and CIF, etc. This capability is a first for the industry, enabling direct support of video re-purposing involving conversion from one video standard to another.

There are 19 calibration parameters incorporated into the PQA500 that serve to fully implement the Human Vision Model. These parameters are formulated based on the data available from thousands of published results of experiments in vision science. The parameters support evaluation and comparison among differing file and video formats, frame rates, viewing conditions, and display models. Video developers and broadcasters are then able to quantify subjective video responses with the PQA500, allowing them to tune their video offerings for differences in format and delivery mechanisms. This enables them to consistently produce an optimal customer viewing experience.

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

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