

Two Tektronix Products Selected as 'Innovation of the Year' Award Finalists **DSA70000 Digital Serial Analyzer and 80SJNB Advanced Serial Data Analysis Software Selected by** **EDN for Outstanding Contribution to the Industry**

PRNewswire-FirstCall
BEAVERTON, Ore.

Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, announced that the DSA70000 Digital Serial Analyzer and the 80SJNB Serial Data Analysis Software have both been named finalists for the "Innovation of the Year" Award in the Test & Measurement category by EDN. Both products are integral to the comprehensive Tektronix portfolio of industry-leading instruments and software designed for engineers working with high-speed serial data technologies.

The 18th Annual Innovation Awards honor the people, products, and technologies that have shaped the semiconductor industry over the past year. The winners will be determined by EDN's editorial staff and Editorial Advisory Board members as well as the magazine's worldwide audience of electronics engineers and engineering managers who vote online between now and February 29, 2008. Ballots are available online at: <http://www.edn.com/innovation18>.

"We have our broadest set of categories in the history of our Innovation awards program in 2007," states EDN Editorial Director Maury Wright. "With specialization affecting everything from components to test equipment, our staff diligently worked to group like technologies for meaningful comparison and delivered an outstanding slate of finalists. The slate includes the range of ICs from analog to processors, development and EDA software, amazing sensors, and modular and system products including test equipment. The voters will face tough decisions but without doubt, compelling products will emerge as winners."

"We are honored again to have our products chosen as finalists for the Annual EDN Innovation Awards," said Martyn Etherington, vice president, Tektronix. "We are committed to providing our customers the very best tools to aid their high-speed serial data design validation, troubleshooting, and standards compliance requirements. This recognition further supports our leadership position within the high-speed serial data customer segment."

The latest serial technologies are faster and more complex than prior generations and require better test equipment capable of greater performance and more extensive analysis. Tektronix meets these demands with serial data test and measurement solutions across the entire product development value chain, from chip manufacturers to product integrators, enabling design and test engineers to more quickly and easily solve design challenges and bring exciting innovations to market.

"Leading edge designs, short product lifecycles, extended supply chains, and standards compliance for specific technologies necessitate superior validation and test tools," said Galen Wampler, President, Prime Data. "The new portfolio of high-speed test products from Tektronix provides engineers with the latest and most advanced tools available and forms the core of a critical test bench for serial data design and test engineers. Equipped with the latest instruments and software from Tektronix, engineers will be able to apply the most advanced test technology in the industry to high-speed serial design challenges."

The DSA70000 Digital Serial Analyzer is the industry's first ultra-high performance oscilloscope. It provides an industry-leading 20 GHz real-time bandwidth and simultaneously supports 50 GS/s sample rate and 200M memory on all four channels. This eliminates the specification tradeoffs engineers typically need to make when looking for a high performance oscilloscope. The DSA70000 is ideal for testing high-speed serial

designs while also providing the best solution for debugging, characterizing, and testing sophisticated electrical designs.

The 80SJNB Advanced Software is analysis software for high-speed serial data that runs on the Tektronix DSA8200 digital serial analyzer. In combination with the DSA8200's TDR/TDT and S-parameter support through IConnect software, 80SJNB Advanced provides engineers with the most complete serial data analysis package. This package provides testing capabilities that extend from transmitter to receiver, including the connecting channel and ensures engineers that a readable signal will reach the receiver. The 80SJNB Advanced software offers important equalization methods of FFE (feed-forward equalization) and DFE (decision-feedback equalization) to provide a virtual view of the signal on the receiver side.

About EDN/Reed Business Information

Known as the "voice of the engineer," Waltham, MA-based EDN serves the vital information needs of design engineers and engineering managers worldwide. The EDN franchise includes EDN, EDN Europe, EDN Asia, EDN Australia, EDN China, EDN Japan, and EDN.com.

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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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