

Tektronix Oscilloscopes Win EFY Readers' Choice Award for 2008

Award Given to Tektronix for the 5th Consecutive Year Recognizes Technology Leadership

PRNewswire
BEAVERTON, Ore.

Tektronix, Inc. a leading worldwide provider of test, measurement and monitoring instrumentation, announced that its oscilloscopes have been selected for 2008 Readers' Choice Award by Electronics For You (EFY) magazine, one of Asia's leading publications for the electronics industry. This is the fifth year in a row that Tektronix oscilloscopes have won this key industry award since its establishment in 2004.

The EFY awards honor the top products in 26 categories representing the best of 2008 based upon the rankings by EFY readers. This year, five vendors were nominated for the Reader's Choice Award in the oscilloscope category. Tektronix oscilloscopes were selected by EFY readers as the category winner, citing a list of advantages including industry leading specifications, ease-of-use, and rich applications.

"EFY Awards are meant to recognize the leading enterprises and individuals in the Indian Technology industry," said Ramesh Chopra, Managing Director, EFY Enterprises Pvt. Ltd. "We have taken the initiative to identify the leading companies, products, and individuals in the industry, with the inputs of the electronics fraternity."

"We are honored to be awarded an EFY Award for the fifth time," said Martyn Etherington, vice president of marketing, Tektronix. "The award is a reflection of our commitment to enabling our customer's innovation with most accurate and complete test tools. Our latest oscilloscopes not only meet customer needs today, but also provide a buffer for incorporating emerging, high-speed serial bus technologies."

About EFY Readers' Choice Awards

EFY Readers' Choice awards were started in 2004 with 30 categories under which the awards were given. Among these 30 categories, 15 categories fall under core electronics like Oscilloscopes, Relays etc. and 12 categories fall under consumer electronics categories like Televisions, Microwave Ovens etc. The rest three are special categories under which Awards like 'Electronics Personality Of The Year', 'Electronics Organization Of The Year' and 'Lifetime Achievement Award' are presented.

About EFY

Electronics For You is Asia's leading publication for the electronics industry. It enjoys a readership of over half-a-million decision influencers. It is a magazine for the elite electronics fraternity comprising of electronics industry's professionals, businessmen and hobbyists. In regular publication since 1969, EFY is the natural choice for all communication meant for this community. EFY's Web address is <http://www.electronicsforu.com/>.

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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