

## **Globosat Taps Tektronix to Ensure Quality of its 4K Coverage of the 2014 World Cup**

### **Tektronix WFM8300 and WVR8300 Waveform Monitor to Test Output of 4K Cameras for Maximum Viewer Quality**

BEAVERTON, Ore., June 24, 2014 /PRNewswire/ -- Tektronix, an industry-leading innovator of video quality monitoring solutions, today announced that its customer Globosat, the largest pay TV provider in Latin America and market leader in Brazil, will use the Tektronix WVR8300 [Waveform Rasterizer](#) as part of its comprehensive effort to ensure that the image quality of its 4K broadcast of the 2014 FIFA World Cup™ is as flawless as possible. Its audience comprises 49 million viewers distributed among more than 16 million households in the country\*.

"The World Cup is one of the world's premier sport events and we're committed to offering it to our viewers with the next-level experience of 4K delivered with superb quality. With four times the resolution of HD, 4K will provide an unparalleled viewing experience for our viewers," Loucenno Carvano Technology Manager of Globosat. "We've long worked with Tektronix to ensure the quality of our programming and immediately turned to them and their WFM and WVR8300, which we were already using, for this important project."



Globosat will use the WVR8300 to monitor the signal from its 4K cameras shooting the World Cup games. The WVR8300 can perform a broad range of 4K measurements including four tile displays of waveform, picture, vector, gamut and eye diagram. The software upgradeable platform uses a high-performance architecture designed from the outset to support the throughput requirements of 4K content. Existing Tektronix customers that are in the process of making infrastructure decisions can avoid the considerable extra expense of having to purchase new monitoring equipment when transitioning to 4K.

"Offering the World Cup in 4K is a highly ambitious effort and Globosat is clearly committed to ensuring that its coverage of the games is as pristine and picture-perfect as possible for its viewers. Having our WVR8300 play such a crucial role in this effort is a testament to its industry-leading 4K performance and demonstrates its suitability for 4K," said Eben Jenkins, General Manager, Video Product Line, Tektronix. "Like our other software upgradeable products, the WVR8300 is an example of how Tektronix protects its customers' investments by enabling existing solutions to be easily upgraded with new features and capabilities to support 4K and other emerging customer needs."

Global availability of the Tektronix 4K software for the WFM8200/8300 and the WVR8200/8300 is planned for Q3 2014.

**Wonder what else Tektronix is up to?** Stay up to date on [Twitter](#) and [Facebook](#).

#### **About Tektronix**

For more than sixty five years, engineers have turned to [Tektronix](#) for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of [test equipment](#) for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning [service](#) and [support](#). Stay on the leading edge at [www.tektronix.com](http://www.tektronix.com).

\* Source: PTS 206 – December 2013/January 2014 (Projection: medium 3,1 households - PNAD2012)

*Tektronix is a registered trademark of Tektronix, Inc. All other trade names referenced are the service marks, trademarks or registered trademarks of their respective companies.*

Logo - <http://photos.prnewswire.com/prnh/20130103/SF36616LOGO-b>

SOURCE Tektronix, Inc.

For further information: Amy Higgins, PR Manager, Tektronix, +1-503-627-6497, ahiggins@tektronix.com

---

Additional assets available online:  [Photos \(1\)](#)

<http://news.tektronix.com/2014-06-24-Globosat-Taps-Tektronix-to-Ensure-Quality-of-its-4K-Coverage-of-the-2014-World-Cup>