

My Eye Media Turns to Tektronix Waveform Rasterizers for 4K Video Content Quality Control

Addition of WVR8200 Rasterizers Allows Production Services Company to Analyze 4K Video Content, Pinpoint Problems in ANC Data and Audio Loudness

BEAVERTON, Ore., April 22, 2015 /PRNewswire/ -- Tektronix, an industry-leading innovator of video quality monitoring solutions, today announced that My Eye Media (www.myeyemedia.com) has selected Tektronix WVR8200 [waveform rasterizers](#) to provide in-depth quality analysis of 4K content as well as many other formats. Based in Burbank, Calif., My Eye Media is an industry leader in quality assurance and quality control for major motion picture studios, TV broadcasters and independent content producers.

As consumer content transitions from high definition to 4K/UHDTV1, studios, producers and streaming content providers are turning to quality control experts such as My Eye Media to ensure that content meets technical requirements and consumer expectations.

"Quality Control is our business, and the test and measurement equipment we use is paramount to ensuring that our clients' content is up to spec," said Ken Kiers, My Eye Media Executive Vice President of Post Production Services. "The addition of WVR8200 analyzers allows us to evaluate any number of formats, including 4K, UHD, 2K, 10bit, 12bit and XYZ color-space material with a comprehensive set of tools. The in-depth ancillary data analysis and audio loudness monitoring really help pinpoint issues that could cause headaches for our clients, especially with today's new FCC regulations."

The WVR8200, like the entire family of Tektronix [WFM8000 and WVR8000 Series](#) of waveform monitors and rasterizers, uses a high-performance architecture fully capable of supporting the throughput requirements of 4K content. These instruments can perform a broad range of measurements, including four-tile displays of waveform, picture, vector, gamut and eye diagram for YPbPr formats. These comprehensive measurement capabilities enable users to reduce the time to isolate, diagnose and remedy system issues and design faults.

"The big push in our industry is 4K acquisition and mastering with a view toward mainstream delivery in the near future," said Charlie Dunn, general manager Video Product Line, Tektronix. "By far the most important thread in the transition to 4K is quality control. As illustrated by My Eye Media's move to add Tektronix equipment to their workflows, our waveform monitors and rasterizers are well positioned to help the industry successfully create and distribute high-quality 4K content."

Wondering what else Tektronix is up to? Check out the Tektronix [Bandwidth Banter blog](#) and stay up to date on the latest news from Tektronix on [Twitter](#) and [Facebook](#).

About My Eye Media

My Eye Media is the leader in quality assurance, technical analysis and testing of all formats of digital motion picture content. With a global workforce that understands the technical intricacies required for the digital landscape and a state-of-the-art facility, My Eye Media is one of the most advanced postproduction companies in the world.

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.

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For further information: Amy Higgins, PR Manager, Tektronix, ahiggins@tektronix.com, 503.627.6497

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