

Tektronix Solutions Guide Broadcast and Media Industry Through 4K, IP Transition

Visit the Industry Leading Innovator of Video Test and Monitoring Solutions at NAB Show April 16-21, Booth #SU5006

BEAVERTON, Ore., April 4, 2016 /[PRNewswire](#)/ -- Tektronix, an industry-leading innovator of video test and monitoring solutions, today announced that it will be showcasing the industry's most comprehensive and innovative solutions for supporting the transition to live IP production, the creation of 4K content and the delivery of this high resolution content to the home at NAB Show 2016 in Booth #SU5006.

The world's largest electronic media show, [NAB Show](#) is being held April 16-21, 2016 in Las Vegas and is expected to draw more than 100,000 attendees from 166 countries and will feature products from over 1,700 exhibitors.

"Tektronix has the experience, tools and applications to guide our customers through the transition to IP based infrastructures and the creation and delivery of 4K content," said Charlie Dunn, general manager, Video Product Line, Tektronix. "We encourage everyone in the industry who is facing these transitions to stop by our booth during NAB to see the latest solutions for hybrid IP and SDI infrastructure, ABR monitoring, 4K/UHD and HEVC monitoring and video network analysis."

The broadcast industry is going through revolutionary change impacting both content creators and those responsible for delivering compliant high quality, high resolution content to the home. However, given the huge investment in current infrastructures, this transition will occur in phases, which calls for test, monitoring and quality assurance solutions that are future-proof and offer flexibility that can satisfy evolving customer needs throughout the transition period.

To support the transition to live IP production, Tektronix will be demonstrating the recently announced [Prism](#) platform, the industry's first hybrid SDI/IP media analysis platform ([see separate press release](#)). Prism delivers the unique ability to diagnose and correlate both SDI and IP signal types and help quickly identify the root cause of the error, whether it is in the IP layer or in the content layer. Alongside Prism will be the SPG8000A master sync and PTP grandmaster clock generator, the first in the industry with optional, field upgradeable PTP (IEEE 1588) support for both traditional SDI-based and IP-based media infrastructures.

Delivering 4K content to the home has its own challenges. At NAB, Tektronix will be showing the latest extension to the MTS4000 and MTS4SAV3 test platforms to include comprehensive [HEVC analysis tools](#) and an enhanced closed caption analyzer for ensuring FCC compliance ([see separate press release](#)).

Another hot topic at NAB will be adaptive bitrate streaming (ABR), the underlying technology used with multiscreen, on-demand streaming services for PCs, laptops, smartphones, tablets and TVs. With the increased amount of content delivered via ABR for OTT and TV Everywhere, service providers need to be able to pinpoint errors in the network quickly and efficiently. Tektronix will be demonstrating its complete range of ABR monitoring solutions, including Aurora for fast and scalable automated file-based QC, Hydra Player for smooth review of ABR files, and the Sentry QoS/QoE monitoring platform which is used to ensure a quality viewing experience on each stream at each bitrate in real time.

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 Tektronix


Headquartered in Beaverton, Oregon, Tektronix delivers innovative, precise and easy-to-operate test, measurement and monitoring solutions that solve problems, unlock insights and drive discovery. Tektronix has been at the forefront of the digital age for over 70 years. Join us on the journey of innovation at TEK.COM.

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