

## **Tektronix Products Receive More Industry Accolades**

### **Leading Awards and Reviews Programs Recognize Tektronix Video Quality Monitoring**

BEAVERTON, Ore. - October 15, 2012 - Tektronix, an industry-leading innovator of video quality monitoring solutions, announced today that several of its products have recently been honored in the prestigious Broadband Technology Report's Diamond Technology Reviews and by the Golden Bridge Awards.

The company's Sentry Edge II video quality monitor, Medius application manager and MTS4000 MPEG Analyzer each received 3.5 Diamonds in the coveted Diamond Technology Reviews program. This marks the sixth consecutive year that a member of the Sentry family has earned 3.5 or more Diamonds in this program that recognizes the best products for the cable and telecom industries.

The scoring in the Diamond Technology Reviews is conducted by a panel of judges made up of distinguished engineering executives from the cable industry. Their evaluations of the Tektronix products included many complimentary comments including:

"Sentry Edge II is a great tool for engineers to do a deep dive at the edge. The closer we get to measuring the customer experience, the better we are!"

"[Sentry Edge II is a] great product that fills an MSO need."

"I salivate over the features/flexibility of [Sentry Edge II]."

"[MTS4000 does a] great job of putting video under a microscope."

"[MTS4000] is a specialized test device allowing for greater resolution and discovery that is needed to perform detailed troubleshooting."

"... mobile MPEG analyzers like the MTS4000 are essential to troubleshoot and maintain an operator's network. I like the mobility and ease of use this provides our technical teams."

"[Medius'] combination of color-coding for each monitored program, along with the chiclet view and reporting systems make for an efficient way to check video quality for large numbers of channels."

In addition to its success in the Diamond Technology Reviews, Sentry continued its winning ways in the 2012 Golden Bridge Awards, in which it was crowned the "Gold Winner" in the "Telecom, Cable, Broadband and Voice Innovations" category. In its fourth year, the annual Golden Bridge Awards honor exceptional products, services, executives, management teams, marketing campaigns and customer service programs across a wide range of industries the world over.

"These latest accolades clearly show that the industry recognizes our continued innovation in developing new products and to enhancing our existing solutions to meet the changing needs of our customers," said Eben Jenkins, general manager, Video Product Line, Tektronix. "Cable operators, broadcasters and programmers are all feverishly trying to capitalize on new opportunities, including TV Everywhere and OTT, and we are committed to helping them achieve their goals."

Tektronix will demonstrate these and several other of its products in its booth (537) at the annual Cable-Tec Expo, which is being held in Orlando, Florida this year from October 17-19.

For more information about the Sentry product line of video quality monitors visit <http://www.tek.com/video-quality-monitors> or call 310.227.8620.

Wonder what else Tektronix is up to? Stay up to date on Twitter and Facebook.

#### About the Diamond Technology Review program

The BTR Diamond Technology Reviews ("the Diamonds") is a renowned industry program now in its eighth year - that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of cable telecommunications engineering experts. Engineering executives from Bright House, Buckeye, Comcast, MediaComm, Rogers, Suddenlink, and Time Warner Cable were among the third-party judges for the 2012 Diamonds. Every year, BTR invites vendors to submit written information about products/solutions that have been released or upgraded since the previous year's SCTE Cable-Tec Expo (November 2011). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.

#### About Broadband Technology Report

Broadband Technology Report (BTR), celebrating its 8th anniversary in 2012, is the cable and telecom industry's premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by more than 70 years of combined industry experience, delivers its email, online, print and video production services to more than 20,000 subscribers. If you are interested in subscribing, consult <http://broadbandgear.net/subscribe/>. BTR is owned by PennWell Corporation.

#### 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).

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