

Tektronix Debuts 'Bandwidth Banter' Blog

New Blog on Tek.com to Provide a Regular Dose of Test Tips, Perspectives and News from Tektronix Experts

BEAVERTON, Ore., September 10, 2012 - Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, today announced its new Bandwidth Banter blog located at www.tek.com/blog. The Bandwidth Banter blog will give readers a useful and lively mix of test tips, perspectives and musings directly from the Tektronix engineering community and create a new channel for conversation and feedback. In addition, the blog will provide direct access and insight into the company's news and happenings.

A cross section of Tektronix field application engineers, product line design engineers, company executives and others will contribute regularly to Bandwidth Banter. In addition, the blog will feature occasional guest contributions from industry experts, college professors, Tektronix partners and customers.

"With this blog, we're giving direct access to our engineering community to help customers stay on top of the fast-moving world of test and measurement," said Spyros Lazaris, director of Americas Marketing at Tektronix. "We have a lot of people with their finger on the pulse, either out in the market working with standards groups, in the field helping to solve tough design problems or in the lab bringing new innovations to life. This blog gives them a voice."

Over the past few years, the test and measurement industry has evolved in many different directions and become increasingly specialized. Meanwhile, electronics engineers are under increasing pressure to wear multiple hats and quickly jump from project to project with little warning or training. While Tektronix offers a rich assortment of tutorials and applications notes on its website, the blog will help ensure that customers have a way to hear perspectives about the latest industry developments.

Discussions on the Bandwidth Banter blog will explore how test and measurement technologies can be applied to tackle difficult debug challenges or delve into best-practices for cross-domain triggering to isolate design flaws, for instance. At the same time, readers can expect to find practical tips and hands-on guidance about using test instruments more effectively as well as more light hearted takes on the state of the industry. Once registered on Tek.com, customers will find that the blog platform makes it easy for them to add their comments and perspectives, and they can expect plenty of interaction with blog authors.

"Good conversations start with great topics. And with so much activity in the test and measurement world, there are plenty of great topics to choose from," said Lazaris. "We see this blog as a way for our customers to get more value from their investment in our technology, while at the same time we can become more connected to our customers."

Participate in the conversation at: [Bandwidth Banter](#)

Wondering what else Tektronix is up to? Stay up to date on the latest news from Tektronix 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.

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