

Tektronix Sentry Wins Two More Industry Awards

Sentry Continues to Earn Industry Accolades Recognizing How Its Advanced Quality of Experience Capabilities Enable Video Service Providers to Ensure Quality

BEAVERTON, Ore. -- May 31, 2012 -- Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today announced that members of its award-winning line of Sentry® video quality monitors have recently won two additional industry awards. These are the latest awards for the Sentry line, which are proven in deployments with nine of the 10 largest U.S. cable television operators that use Sentry to help identify and diagnose video and audio errors that impact viewers' quality of experience (QoE).

Network Products Guide, an industry leading technology research and advisory guide, named Sentry a winner in its 7th Annual 2012 Hot Companies and Best Products Awards in the Monitoring and Testing category. Sentry was recognized for its ground-breaking Perceptual Visual Quality (PVQ) capability, which ranks picture quality in real time from 0 to 5 (5 being the best) on a large volume of both SD and HD programs (MPEG2 and H.264), so service providers can cost effectively monitor video quality degradation as a result of over compression and be able to optimize bandwidth allocation for delivering the highest quality video possible.

In addition to this latest award for Sentry, Sentry Assure - a member of the Sentry family optimized to help VSPs comply with the Commercial Advertising Loudness Mitigation (CALM) Act - won a Cable Spotlight 2011 Product of the Year Award. Sentry Assure won based on its industry-leading CALM monitoring capabilities, which enable cable operators and other multi-channel VSPs to identify loud commercials across their entire channel line-up. This is the second year for this awards program and the second time a member of the Sentry family has won.

"We are continually adding new features, functions and capabilities to ensure our Sentry line addresses the most urgent requirements, from improving the early detection and diagnosis of video and audio issues to regulatory compliance," said Eben Jenkins, general manager, Video Product Line, Tektronix. "These latest awards for Sentry are proof it remains the industry's most comprehensive and proven solution for helping video service providers deliver programming free from video and audio errors."

About Sentry

The award-winning Sentry is the industry's premier content monitoring solution, used by leading VSPs to identify and diagnose video and audio errors in MPEG-2 and H.264 content that can impact viewers' quality of experience (QoE). Sentry is proven in deployments with nine of the top 10 U.S. cable operators and four of the top five Canadian operators.

About Sentry Assure

Sentry Assure offers Sentry Verify functionality with Digital Program Insertion (DPI) monitoring and Audio Loudness Monitoring (ALM) options included. Sentry Assure is cost effective and future proofed for large-scale post-splice monitoring deployments. It has been optimized to help video service providers comply with the Commercial Advertising Loudness Mitigation (CALM) Act, which requires that ads be no louder than the programs they accompany. In addition, Sentry Assure provides robust regulatory compliance monitoring including monitoring for Closed Captioning.

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

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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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