

Tektronix Supports Launch of China's First 3D TV Channel CCTV to Deploy WFM8300 Series Waveform Monitors for 3D Content Verification

BEIJING, China., February 6, 2012 -- Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today announced that its WFM8300 Series Waveform Monitors have been selected by CCTV, China's central television station, to ensure the video quality of the first experimental 3D TV Channel -- which began trials in January 2012.

China's first experimental 3D television channel trial aired on Jan. 1, 2012 and will go into official operation during the upcoming Lunar New Year Festival in late January. The channel has been launched through the joint efforts of six TV stations including CCTV.

As the leading solution for baseband video test, the WFM8300 features a complete range of test options and comes standard with 3D measurement and display support. To produce 3D content, one of the key requirements is to ensure that the two cameras are well balanced and matched to create high quality 3D effects without causing viewers' discomfort. A 3D image is comprised of a Left Eye and Right Eye view feed as two separate HD-SDI signals or combined within a 3G Level B format. Tektronix has several monitoring displays for 3D production teams who are tasked with determining the differences between the Left Eye and Right Eye images - Anaglyph display, Checkerboard display, Diamond Display, Disparity Grid, and Disparity Cursor. These displays help the users to measure the disparity, verify the color gamut to enable detection and diagnosis from the transmission chain to the program files.

"We have been using Tektronix instruments for many years and continue to trust these products," said Mr. Li Yueshan, Director of CCTV Broadcast Department. "We know that we can turn to Tektronix to provide the right solution and exceed our expectations."

"It's a true honor to play a role in the support of China's successful launch of its first 3D TV Channel trial, which we believe is a significant step forward for China's TV industry," said Felix Wong, Marketing Director, APAC Region, Tektronix. "We have always been committed to delivering cutting-edge products and solutions to enable our customers to invest in products that will support their future needs. The WFM8300 Series provides unmatched measurement and monitoring performance to monitor diverse video formats from composite analog to 3G-SDI and 3D, all in one platform."

The WFM8300 has won the prestigious BIRTV 2010 Product Award for its 3D measurement capabilities. For more information about WFM8000 Series visit <http://www.tek.com/waveform-monitor/wfm8300-8200> or call 400.820.5835.

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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.