

Tektronix Expands Commercial Loudness Solutions with Sentry Assure **Tektronix Offers Broadest Solution Set for Complying With the CALM Act**

BEAVERTON, Ore. – November 7, 2011 – Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today introduced Sentry Assure, the latest addition to the company’s award-winning line of Sentry® digital content monitors, and which is optimized to help cable television operators and other providers of multi-channel video services comply with the Commercial Advertising Loudness Mitigation (CALM) Act which requires that ads be no louder than the programs they accompany.

On or before December 15 of this year, the Federal Communications Commission (FCC) will adopt rules for the CALM Act’s enforcement and cable operators will have one year from this date to come into compliance with these rules. Failure to comply could result in a fine for each instance of an overly loud commercial, which could be a major issue for cable operators offering hundreds of channels.

Sentry Assure is designed specifically for identifying loud commercials in the multi-channel environment. It combines the ability to simultaneously monitor hundreds of channels in real-time with loudness detection capabilities and post-splice ad insertion monitoring, which makes Sentry Assure an ideal solution for cable operators’ CALM Act needs. Additionally, Sentry Assure’s post-splice monitoring capability identifies when local ads are not inserted correctly, enabling operators to diagnose and repair the issue, eliminating revenue loss from ads failing to air properly.

Sentry Assure also helps operators comply with government regulations for closed captioning thanks to its support for the SCTE-608, SCTE-708 and SCTE-20 specifications.

“Variations in content loudness have been a challenge for decades, but because of the CALM Act they could have a costly impact to the bottom line of cable operators,” said Eben Jenkins, general manager, Video Product Line, Tektronix. “We’ve developed Sentry Assure to give operators what they need to tackle loud ads and to enable them to come into full compliance with CALM Act.”

Sentry Assure is just the latest addition to Tektronix comprehensive line of loudness detection and monitoring solutions, which currently includes:

- The WFM6000/7000, WFM8000 , WVR6000/7000 , and WVR8000 Series waveform monitors and rasterizers. These have been recently upgraded to expand their previous loudness measurement capability. The upgrades include capabilities such as an Audio Loudness Meter, an Audio Loudness Session Display and the industry’s first audio loudness monitoring of Dolby Digital Plus audio, among others.
- The Sentry digital content monitor . The award-winning Sentry can simultaneously monitor hundreds of channels in real-time, enabling cable operators and other multi-channel video service providers to comprehensively and continually monitor their entire channel line-up to identify loud commercials.
- The Cerify content verification software. Cerify is a world leading solution for the automated quality control of file-based content and is ideal for identifying loudness issues in video-on-demand (VOD) programs. Recent upgrades to Cerify include support for long and short audio loudness tests per the ITU-R BS. 1770 standard and support for true peak level tests per ITU-R BS.1770.
- The VQS1000 Video and Audio QoE software . This proven, award-winning software was recently upgraded with new audio loudness measurement capabilities as specified by the ITU-R BS.1770/1771 standards – which make it a powerful analysis tool for the detection of loud commercials. This software is

ideal for analyzing a single program in real time to correlate QoS errors with QoE errors , or analyzing a pre-recorded Transport Stream file when troubleshooting network problems.

Tektronix will demonstrate Sentry Assure's loudness monitoring capability, and other advanced capabilities at the upcoming Cable-Tec Expo, November 15-17 in Atlanta.

For more information about Sentry visit <http://www.tek.com/products/video-test/digital-content-monitors.html> or call 310.227.8620.

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About Tektronix

For more than sixty 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 instrumentation 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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