

Tektronix Wins Outstanding Product Award at BIRTV 2010

WFM8300 Waveform Monitors Provide Innovative SyncVu Control Capability Ensuring Effective Monitoring of Stereoscopic 3D Video Signals

BEAVERTON, Ore., October 14, 2010 - Tektronix, Inc., the market leader in broadcast video test, monitoring and analysis solutions, today announced that its WFM8300 Advanced Waveform Monitors won the Outstanding Product Award at Beijing International Radio, TV & Film Equipment Exhibition 2010 (BIRTV 2010) recently held in Beijing, China. The award recognizes the WFM8300 for its innovative SyncVu control capability for 3D video monitoring and measurements, as well as its high quality, real-time, automated 3Gb/s SDI Eye pattern display and jitter measurements.

The widely acknowledged WFM8300 series waveform monitors provide an ideal solution for video and audio monitoring under multi-format environments. The WFM8300 features the complete range of easily configurable, field-upgradeable options and comes standard with composite analog, HD/SD-SDI and Dual-Link video formats support. 3G-SDI video support can easily be added through a software-only option. There are also options available to add a variety of audio formats supports from analog to Dolby E digital audio. The WFM8300 series also feature notable advances in physical layer measurements (including 3G-SDI signals), color gamut monitoring and 3D video testing.

3D offers an enhanced experience for movie theater audiences. The box office success of a number of high profile 3D movies created a lot of interests from content providers to deploy 3D-TV with the hope of having higher subscription fees, and higher advertising revenue. The new SyncVu control capability for stereoscopic 3D video monitoring allows users to monitor and analyze the left and right eye signals simultaneously. The WFM8300 series instrument can also measure the timing difference between the Left Eye link and the Right Eye link, ensuring the synchronization of these links.

“The Tektronix WFM8300’s comprehensive physical layer measurements, especially for 3D signal monitoring, provide an effective and intuitive solution to meet the increasing demand for 3D content,” said Zhang Hong, Vice President of Administration Center of Digital Film Content, Academy of Broadcasting Planning, SARFT. “We believe Tektronix will play a critical role in enabling the content providers, post production, broadcasters and equipment manufacturers to deliver a better 3D viewers’ experience.”

“It is an honor to receive this prestigious product award again at BIRTV,” said Felix Wong, Marketing Director, Tektronix Greater China Region. “As the market leader in broadcast video test, monitoring and analysis solutions, and with a more than 60-year heritage of leading innovation, Tektronix will continue to provide the best-fit products and solutions that enable the early detection, diagnosis and repair of variety of video and audio errors, thus ensuring the good quality of experience (QoE) for viewers.”

About BIRTV

The Beijing International Radio Film & Television Equipment Exhibition (BIRTV Exhibition) is the most prestigious for the radio, film, and TV industries in China . It is the only such exhibition that has support from the China government and is listed number one among supported exhibitions in China ’s 11th Five Year Development Plan of Culture.

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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