

Tektronix Showcases New Products to Solve Digital Video Delivery & Quality Challenges at SCTE Cable Tech Expo 2010

Broadest and Most Comprehensive Video Test and Monitoring Portfolio Showcasing Video, Audio and Content Quality from Lab to the Subscriber

BEAVERTON , Ore. , October 12, 2010 - Tektronix, Inc., the leading provider of digital content monitoring solutions, announced the company will feature an extensive range of new and enhanced products and solutions for video, audio and content quality at the SCTE Cable Tech Expo, October 20-22 – booths #2127 and #2227. Highlights for this year's show include new products and enhancements for picture quality evaluation, VoD asset verification, QoE analysis including audio loudness, and the new Mixed Signals Sentry product family featuring real-time video and audio quality monitoring.

Participation at the SCTE Cable Tech Expo formally marks Mixed Signals integration into the Tektronix family – bringing decades of award winning video and audio test innovation together with cutting edge QoE and QoS monitoring. With a broad set of products, a deep technology base and unparalleled expertise in video and audio quality, the combined power of innovation is driving the roll out of cutting edge technology to address new problems for Cable Operators.

Key new products and enhancements include the following:

Turning Up Audio Loudness Measurement Capabilities

Tektronix has further enhanced its family of products with critical audio loudness capability. Tektronix adds Audio to the VQS1000 Video Quality Analysis Software. Building upon the audio loudness measurement capabilities available across its product portfolio such as Sentry Digital Content Monitor, VoD Asset Verification tool (Cerify), and inWaveform Monitors and Rasterizers for broadcasters, the new software upgrade adheres to the ATSC A/85 Recommendation and ITU-R BS.1770-1/1771 specifications. The upgrade includes capabilities such as an LKFS Audio Loudness Meter, an Audio Loudness Session Display, and trending and alarm reporting information. The VQS1000 is ideal for network analysis tool troubleshooting QoE problems and tracing them back to the underlying QoS root cause.

Rolling Out Updates to Picture Quality Analysis Family

During the Expo, Tektronix will demonstrate the capabilities of the recently introduced PQA600 Picture Quality Analyzer. The PQA600 provides repeatable, objective quality measurements that closely correspond with subjective human visual assessment, and is ideal for comparing and optimizing HD video encoders for picture quality and bandwidth used. Picture Quality Analysis is also critical in evaluating transcoder performance for picture quality degradation.

Delivering Complete Ingest to Edge QoE Monitoring Solution for Cable Operators

The integration of products from Tektronix and Mixed Signals give Cable Operators an unprecedented choice of Video Network Monitoring solutions from one vendor – including the following:

Network Management Systems

A wide range of RF interfaces (including QAM, DVB-S2 and 8VSB)

Comprehensive QoE and QoS monitoring of hundreds of services simultaneously in real time, plus monitoring of EBIF, ad insertion and carousel information

Detailed troubleshooting of QoE problems traced back to the root cause for repair

This combined product set gives cable operators even more tools to more reliably and cost effectively deliver the best experience possible to their viewers.

Recent Product Awards

Tektronix has been honored as a finalist or winner for several premier industry awards programs acknowledging its innovative products and solutions in Video Network Monitoring. To see a full list of recent awards please view the Awards page on tek.com.

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About Tektronix

Mixed Signals was acquired by Tektronix in May 2010. As an industry-leading innovator of digital content monitoring solutions, Tektronix enables video service providers to proactively identify, diagnose and repair picture and audio quality errors that degrade the television viewing experience. 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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