

Tektronix Video Monitoring Solutions Score Big In BGR Diamond Technology Reviews

Sentry EBIF Monitoring and VQS1000 Each Receive Exceptional Four Diamond Ranking from Cable Television Industry Experts

BEAVERTON, Ore. – October 4, 2010 – Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today announced that two of its flagship products for enabling video service providers to deliver a pristine viewing experience have both earned a prestigious Four Diamond ranking in Broadband Gear Report's 2010 Diamond Technology Reviews. The company's Sentry® digital content monitor and VQS1000 Video Quality software were both recognized in this coveted reviews program which celebrates the most advanced products and solutions for the cable television industry. The VQS1000 achieved its excellent score in the first year it was nominated, and Sentry, which was recognized for its new EBIF monitoring capability, has now received four or more Diamonds for the fourth consecutive year.

The Broadband Gear Report's Diamond Technology Reviews, launched in 2005, is an unbiased technology review program utilizing a distinguished panel of engineering executives from major U.S. cable television operators to judge each submission.

“That two of our quality of experience (QoE) solutions have received such high rankings shows that industry experts recognize Tektronix as a true leader in enabling cable operators to deliver their programming services with optimal quality, free from video and audio errors that can affect subscribers' viewing experience,” said Eric Conley, vice president, Video Network Monitoring, Tektronix. “Tektronix offers the industry's largest and most proven portfolio of QoE products, enabling video service providers to catch, diagnose and repair video and audio errors by comprehensively monitoring their programming at all critical network locations, from ingest through the network edge just before it is delivered to the home.”

The award-winning Sentry is the industry's premier content monitoring solution, proven in deployments with nine of the top 10 U.S. cable operators and three of the top five Canadian operators. This year, the Diamond Technology Reviews panel recognized Sentry for its new Enhanced TV Binary Interchange (EBIF) monitoring capability, part of Tektronix' source-to-edge solution which service providers are rapidly rolling out. As operators expand deployment of EBIF-based interactive ads and other applications, the need grows for comprehensive monitoring to ensure that these applications are working properly.

The new VQS1000 Video Quality software from Tektronix can be combined with any of the company's digital TV network analyzers and monitors to enable the real-time assessment of video impairments in MPEG-2 or H.264 encoded content, including stuck, black, blockiness as well as compression artifacts. The Tektronix VQS1000 Video Quality software significantly improves the reliability and accuracy of artifact measurement by performing a full decode on the video stream. The full decode allows operators to determine if the source of a problem is in the content source (for example, over-compression) or in network distribution.

Tektronix will demonstrate both products in its booths #2127 and #2227 at the upcoming Cable-Tec Expo in New Orleans, October 20-22, 2010.

About Broadband Gear Report

Broadband Gear Report (BGR) is the cable and telecom industry's premier source for product and technology news and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BGR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain

high-performance communications networks. BGR, backed by over 70 years of combined industry experience, delivers its email, online, print and video production services to over 20,000 subscribers. To subscribe, consult <http://broadbandgear.net/subscribe/>

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.

<http://news.tektronix.com/news-releases?item=123172>