

Tektronix Video Test Products Enable Stable Signal Transmission at Expo 2010 Shanghai

Shanghai Media Group Deploys Tektronix WFM7120/WVR7120 Waveform Monitors at Expo International Broadcast Center

BEAVERTON, Ore., September 10, 2010 - Tektronix, Inc., a leading innovator of IP video monitoring systems enabling headend video quality assurance for cable and telco operators, today announced that SMG(Shanghai Media Group) has deployed a suite of Tektronix video test equipment for Expo 2010 Shanghai. The Tektronix waveform monitors including the WFM7120 and WVR7120, and a package of sync pulse generators and accessories, have been used in the Master Control Room of Expo International Broadcast Center (IBC) for transmitting International TV and Radio (ITVR) signals.

In order to better serve the accredited media and facilitate their coverage of the Expo, the International Broadcast Center was set up to produce public signals for activities such as booth exhibits, show events and forums. Serving as the center of the IBC, the Master Control Room has been equipped with Tektronix industry leading video test instruments, providing comprehensive monitoring capabilities and error logging functionality for signal transmission, recording, downloading and standard conversion.

The WFM/WVR7120 not only monitor video images, but also provide CRC data verification, jitter measurements, and eye pattern displays. These features, in conjunction with audio/video delay measurements, ensure a highly reliable infrastructure. Ideal as a stable master sync signal, which is critical in digital broadcast environments, the SPG300 provides synchronization and test signals for both traditional analog and mixed digital and analog facilities. The suite of Tektronix products work together to help Expo organizers ensure that engineering, operations or production teams can quickly detect, isolate and diagnose signal and content quality problems before they reach broadcast media around the world.

“It is an honor to support such a significant event at the World Expo in China. With the universally acknowledged performance and the proven track record for accuracy, reliability and ease of use, Tektronix’ comprehensive video test products are more than capable of ensuring stable signal transmission.” said Felix Wong, Marketing Director, Tektronix Greater China Region, “WFM/WVR7120’s robust video monitoring capabilities in combination with the SPG300 Signal Generators will help Expo content providers verify video quality and make precision content adjustments.”

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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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