

Tektronix Shortlisted for a 2010 Cable & Satellite International Product of the Year Award

Sentry Recognized in Top Monitoring or Network Management Solution Category

BEAVERTON, Ore., Aug. 11, 2010 – Tektronix, the leading provider of digital content monitoring solutions, today announced that its Sentry® digital content monitoring solution, part of its Mixed Signals family of products, is a finalist in this year's Cable & Satellite International magazine's Product of the Year Awards. The CSI Awards, which will be presented at the IBC tradeshow in Amsterdam in September, recognize technical excellence and innovation in the cable, satellite, terrestrial broadcasting and IPTV industries.

Sentry was shortlisted as a finalist in the "Best Monitoring or Network Management Solution" category in recognition of its new loudness monitoring capabilities with its support for the ITU-R BS.1770 audio specification. Along with the broad array of Quality of Experience (QoE) measurements provided by Sentry, the new capabilities enable video service providers worldwide to identify audio volume issues in programming and commercials. Detecting the problem allows the provider to quickly fix the dramatic volume changes that have irritated viewers for decades and that are now subject to Government regulatory compliance requirements.

"Being shortlisted for a coveted Cable & Satellite Product of the Year is further acknowledgement of the value Sentry offers to our customers, particularly as these awards recognize achievement and innovation on an international scale," said Eric Conley, Vice President, Video Network Monitoring, Tektronix. "Our success with Sentry in the U.S., which includes deployments with nine out of the top 10 largest U.S. cable television operators, has been further validated by our achievements globally as we continue to expand our products worldwide."

Sentry's loudness monitoring capability is particularly ideal for cable, satellite and telecom providers who deliver hundreds of channels but want to avoid the cost or complexity of deploying, configuring and managing hundreds of individual volume monitors. Sentry is uniquely capable of continually monitoring hundreds of programs, making it the only scalable solution for cost-effectively identifying and tracking commercial and program loudness issues on the market today.

Cable & Satellite International launched the Product of the Year awards in 2003 and have attracted over 160 entries every year, gaining the endorsement of the industry's leading technology suppliers. This year's winners will be announced at the award ceremony held at IBC on Friday, September 10 at 6 p.m.

About the Sentry Monitoring Solution

Sentry is a comprehensive content monitoring solution for cable, telecom, IPTV and other video service providers. Sentry enables the early detection, diagnosis and repair of video and audio errors (i.e., video freeze, macro-blocking, loss of audio, etc.) whenever or wherever they occur in the network, so service providers can deliver services with excellent quality, thus ensuring an optimal quality of experience (QoE) for subscribers. Sentry accomplishes this through its unique combination of unprecedented visibility into network anomalies at the IP and MPEG layers, scalability to monitor every program in the network and its real-time, 24/7 operation. Sentry is proven in deployments with service providers worldwide, including nine of the top 10 U.S. cable operators.

For more information visit www.mixedsignals.com or call 310.227.8620.

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Follow the Mixed Signals product line on Twitter – @mixedsignalsinc

About Cable & Satellite International

Cable & Satellite International is a technology publication targeting the global video market, including cable, satellite, IPTV, mobile and terrestrial broadcast platforms. CSI assesses technology trends and provides detailed product analysis relevant to the core video delivery functions - namely content contribution/backhaul, distribution/transport, playout/transmission and home networking. CSI also analyzes the wider triple and quadruple play landscape.

The bi-monthly BPA audited print magazine is complemented by an email newsletter sent every two weeks to over 12,000 industry professionals, the CSI Product of the Year Awards, and roundtables that focus on various topics.

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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