Tektronix Newsroom

Tektronix Provides Video Content Monitoring Solution to Videotron

Canadian Telecommunications Provider Selects Sentry to Ensure Optimal Viewing Experience for Subscribers

BEAVERTON, Ore., – July 20, 2010 – Tektronix, the leading provider of digital content monitoring solutions, today announced that its Sentry® digital content monitoring solution – part of the recent acquisition of Mixed Signals Inc. – has been selected by Videotron, an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and wireless telephone service. The solution will help ensure a superior viewing experience for Videotron subscribers.

"Videotron has a well-deserved reputation in the industry for both technical excellence and for its unswerving commitment to quality, " said Eric Conley, Vice President, Video Network Monitoring, Tektronix. "With the addition of Videotron, we continue to see the same rapid shift toward the Mixed Signals family of products from Tektronix in Canada that we have seen in the U.S., where nine of the 10 largest operators extensively use Tektronix monitoring solutions."

After conducting an extensive evaluation of competing solutions, Videotron chose the Tektronix Sentry solution because of its ability to monitor their video quality and application carousels flawlessly, identifying and diagnosing service-affecting errors before they reach the subscriber. Sentry utilizes innovative technology, like its advanced deep packet inspection, to continually dive deep into all the video programs flowing through a network to spot problems at the IP and MPEG layers, leaving no video or audio error undetected. Another key factor in Videotron selecting Sentry is its unique tru2way™ monitoring capabilities which dramatically simplify data delivery to set-top boxes via tru2way and other carousels.

"We chose the Tektronix Sentry offering to ensure continued delivery of programming with the exceptional picture and sound quality our subscribers have come to expect from Videotron," said Alain Boissonnault, Senior Director of Digital Video Development for Videotron. "As we expand our offerings with more HD programming and other advanced services, the chances for video and audio errors to occur grows, but with Sentry, we will be able to comprehensively monitor our content to catch and rectify errors quickly and with minimum fuss."

With its testing complete, Videotron will begin its initial deployments of Sentry in its master headend in Montreal this summer. Sentry will be used to monitor programs as they are aggregated at the headend and prior to distribution to markets served by the master headend. In this manner, Videotron will be able to identify video and audio errors that are already within the programming as it is received at the headend, as well as errors that are introduced when the programming is groomed, multiplexed, rate shaped and otherwise processed before being delivered to subscribers.

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 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.
