

## **Tektronix Wins “STAR” Award From Editors of TV Technology WVR8200/8300 Rasterizer Named Winner of Prestigious Award at NAB2010**

BEAVERTON, Ore., April 27, 2010 - Tektronix, Inc., the market leader in broadcast video test, monitoring and analysis solutions, announced its WVR8200/8300 rasterizer family is the recipient of the 2010 STAR (Superior Technology Award Recipient) Award presented by the editorial staff of TV Technology magazine at the 2010 NAB Show.

Now celebrating its 10th anniversary, TV Technology’s STAR Award is designed to honor and showcase the outstanding technological innovations available to the broadcast industry. A panel of judges consisting of TV Technology editors and columnists reviewed a variety of products, examined the technical applications and their overall contribution to the industry, and then submitted their award nominees.

“Every year, the NAB Show serves as the launching pad for thousands of new products and services for audio and video professionals,” said Tom Butts, TV Technology Editor. “Our panel of editors walk the show floor in search of the most innovative technologies. The products and services that we select for the STAR Award make the cut—they demonstrate their ability to help advance the acquisition and distribution of entertainment and information across the media spectrum.”

### **Industry Leading 3G-SDI Support**

The WVR8200 and WVR8300 are designed to help broadcast engineering staff reduce time and effort in equipment setup and more effectively detect system degradations before they become quality problems which can cause advertising revenue penalties or subscriber loss. This is made possible by the industry’s most comprehensive physical layer measurements including automated 3G-SDI signal Eye pattern parameters and jitter measurements as well as Tektronix jitter waveform display and cable length measurement. Additionally, alarm information helps identify and diagnose video and audio content quality as well as vertical ancillary (VANC) data problems.

The new rasterizers incorporate the Tektronix toolkit of patented displays essential in color correction and content editing during post production. The patented Luma Qualified Vector (LQV™) display allows users to selectively choose a luma amplitude range over which to isolate color components within the vector display. The Tektronix patented Spearhead display provides a new tool for color grading allowing colorists and editors to view the video content in terms of lightness, value and saturation.

“We are extremely honored to be one of the few companies to receive the STAR Award from TV Technology out of the thousands they had to choose from during NAB2010,” said Eben Jenkins, General Manager, Video, Tektronix, Inc. “The WVR8200/8300 family of rasterizers helps broadcasters and network operators easily monitor and diagnose signal problems. This recognition by TV Technology editors and columnists is a great achievement for us and helps validate our continued commitment to innovation for our customers.”

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### **About TV Technology**

TV Technology ([www.tvtechnology.com](http://www.tvtechnology.com)) is the industry’s leading magazine for technology news and reviews and is celebrating its 27th year covering the television industry. The magazine is published by NewBay Media LLC, the world’s largest publisher of audio and video publications.

## 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://www.tektronix.com).

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