

Tektronix Wins Prestigious “Product of the Year” Award Elektronik Magazine Readers Vote MSO70000 As One of the Smartest and Most Innovative Products in the Industry

BEAVERTON, Ore., March 15, 2010 – Tektronix, the world's leading manufacturer of oscilloscopes, today announced that the MSO70000 Series Mixed Signal Oscilloscopes has won one of the prestigious “Product of the Year” Awards, run by Elektronik magazine in Germany. The winners were chosen by the magazine’s readers, who voted for the smartest and most innovative electronic products in the industry.

The award organizers nominated 111 products this year in 10 different categories – in the category of test and measurement, the Tektronix MSO70000 Series has won third place. On March 11, Christian Balland, senior sales manager for Germany at Tektronix accepted the award on behalf of Tektronix.

“I think there are two key factors behind our success,” said Balland. “First, we have a really fantastic product which, in the words of the judges, offers a significant leap forward in terms of performance and capabilities. Secondly, I think that people are impressed by the fact that Tektronix has continued to deliver truly innovative new products, even in a year as tough as 2009.”

About the MSO70000 Series

Introduced in October 2009, the MSO70000 Series, the industry’s first high-performance family of integrated MSOs, provides up to 20 channels of measurement capture (4 analog and 16 digital) with analog bandwidth ranging from 4 to 20 GHz and 80 ps digital channel timing resolution.

The MSO70000 combines the signal visibility and timing features of a high performance logic analyzer with the analog precision, probing and usability of a high performance real-time oscilloscope. This makes it the ideal debug and verification tool for such demanding high-speed design applications as DDR memory, high performance ASICs, FPGAs, system-on-a-chip devices, and digital RF. In addition, the MSO70000 delivers the widest variety of probing accessories for making both analog and digital connections to the device under test (DUT) with minimal disruption.

“Higher-speed MSOs are becoming more important as bus speeds increase in frequency and type. The need to visualise multiple digital buses of gigabit speeds simultaneously while performing analog debug beyond 4 GHz is critical,” said Brian Reich, vice president, Performance Oscilloscopes, Tektronix. “In today’s challenging economic environment, an all-in-one solution like the Tektronix MSO70000 offers customers an unmatched combination of performance and versatility for debugging these increasingly complex systems.”

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.