

Tektronix Oscilloscopes Win 2009 EFY Readers' Choice Award for Sixth Consecutive Year

Recognizing Industry Leading Specifications, Applications Support and Ease-of-Use

BEAVERTON, Ore., January 15, 2010 – Tektronix, Inc. the world's leading manufacturer of oscilloscopes, announced that its oscilloscopes were selected for 2009 EFY Readers' Choice Award in the Oscilloscope category. The award is presented by Electronics For You (EFY) magazine, one of Asia's leading publications for the electronics industry. Tektronix oscilloscopes have received this prestigious industry award in each since the EFY Readers' Choice Awards were established in 2004.

The EFY Awards honor the best products of 2009 in 30 categories based on the rankings of EFY readers and a final analysis by IMRB, EFY's research partner. Tektronix oscilloscopes were selected as the winner in the Oscilloscope category in recognition of its industry leading specifications, applications support and ease-of-use.

"EFY Awards is an attempt to give recognition to the leading enterprises and individuals in the Indian technology industry," Ramesh Chopra, Managing Director & Publisher, Electronics For You. "Being the leading publication for the electronics industry, we have taken the initiative to identify the leading companies and individuals in the industry, with the inputs of the electronics fraternity."

"We are very proud to receive the prestigious 2009 EFY Readers' Choice Award from EFY Magazine for the sixth consecutive year," said Naresh Narasimhan, Country Marketing Manager, Tektronix India. "This award has particular significance for us as it reflects the preferences of electronic engineers who use Tektronix instruments every day to design and test next generation digital technologies."

About EFY Readers' Choice Award

EFY Readers' Choice Awards were instituted in 2004 with 30 categories under which the awards were presented. Among these 30 categories, 15 categories fell under core electronics, such as Oscilloscopes, Multimeters etc., and 12 came under consumer electronics, such as Televisions, Microwave, Ovens etc., Under the rest 3 categories, special awards like 'Lifetime Achievement Award', 'Electronics Man Of the Year' award and 'Electronics Organisation of the Year' award were presented.

About EFY

Electronics For You is Asia's leading publication for the electronics industry. It enjoys a readership of over half-a-million decision influencers. It is a magazine for the elite electronics fraternity comprising of electronics industry's professionals, businessmen and hobbyists. In regular publication since 1969, EFY is the natural choice for all communication meant for this community. EFY's Web address is www.electronicsforu.com.

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.

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