

Changhong Electric Selects Tektronix Picture Quality Analyzer for Codec Design

China's Leading Consumer Electronics Provider Uses Award-winning PQA500 to Ensure Quality Production for World's Largest Television Market

Beaverton, OR, March 3, 2009 – Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, announced that Sichuan Changhong Electric Co., Ltd. has selected the Tektronix PQA500 picture quality analyzer for its AVS (China's Audio and Video Coding Standard) encoder and decoder design. The adoption will help Changhong to optimize the codec performance and accelerate its video product development.

The PQA500 provides Changhong with the most comprehensive suite of measurement and analysis tools for picture quality in a single product. It is unique in its ability to make comparisons among different file or video formats, frame rates, viewing conditions and display models. Engineers who are testing the picture quality of their AVS encoders and decoders are able to more quickly complete an optimized design for a targeted viewing environment. In 2007, PQA500 was selected by Cable & Satellite International Magazine and the International Association of Broadcasting Manufacturers for "Innovation at its Best."

“China is the largest television producing and consuming country in the world. Changhong is committing to product innovation for China's Audio and Video Coding Standard,” according to Sichuan Changhong Electronic Co., Ltd. “We are now able to credibly communicate our codec picture quality performance as measured by Tektronix PQA500, increasing our products differentiation and revenue opportunities.”

“It is a great pleasure for us to cooperate with Changhong, one of the most time-honored consumer electronics providers in China,” said James Alderton, marketing director, Tektronix Asia Pacific. “The PQA500 delivers fast, accurate and reliable assessments of standards conformance and picture quality that will help Changhong quickly launch their high quality products for China's own coding standard.”

About China's AVS Standard

The AVS standard is the series of "Information Technology Advanced Audio and Video Coding" standard abbreviation. The AVS standard includes four main technical standards: system, video, audio and digital copyright management; and support standard: consistency test. On 30th April, 2005, AVS standard video part officially passed the public show and became the national standard. China's AVS standard is applied in the field of significant information industry such as high-resolution digital broadcast, high-density laser-digital storage media, wireless broad-band multimedia communication, and internet broad-band stream media.

About Changhong

Established in 1958, Changhong is now one of the largest Chinese consumer electronics providers specializing in R&D, manufacturing and marketing of consumer electronics products. For 15 consecutive years Changhong has been ranked No. 1 in the domestic market; one out of every four TVs in China is manufactured by Changhong. Today, Changhong has branches and joint ventures with over 30,000 employees worldwide. Products and services have been provided to over 90 different countries and regions through 20,000 Sales and Service outlets available worldwide.

About Tektronix

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services for the communications, computer, and semiconductor industries - as well as military/aerospace, consumer electronics, education and a broad range of other industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks, computing and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is www.tektronix.com.

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