

Tektronix Cerify Developer Community Expands

Four More Leading Technology Companies Join CDC As File-Based QC Adoption Accelerates

BEAVERTON, Ore., October 9, 2008 – Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, announced that four leading technology companies have joined the Tektronix Cerify Developer Community (CDC), a group of companies that work together to help broadcasters maximize the benefits of moving to file-based digital video production and playout.

Ardendo, Ruzz TV, Transmedia Dynamics (TMD) and Xytech Systems are the newest members of the CDC, joining Dolby Laboratories, Omneon, Pro-Bel, ThomsonGrassValley, and other leading companies. The goal of the CDC is to promote the use of automated Quality Control (QC) of file-based video by making integration, installation and support for Cerify easier, faster and less expensive for customers and third parties.

As broadcasters move to file-based workflows, they need to ensure that their content is of the highest possible quality. Cerify is the world's first fully automated system capable of verifying the quality of file-based, compressed digital video and audio content prior to transmission or use. It is the only product that fully tests all aspects to ensure that it meets system parameters, formats, resolutions, bit-rates, video/audio quality levels, metadata and compliance/correctness for a wide range of specified video and audio standards. Cerify automatically performs checks for all of these, providing a repeatable, objective, and cost-effective testing methodology.

“TMD has been working closely with Tektronix to deploy Cerify and we are very pleased to become part of the Cerify Developer Community,” said Peter Gallen, director of product management, TransMedia Dynamics Ltd. “Our Media Asset Management and Workflow system, Mediaflex, is deployed on a number of high intensity broadcast production sites where the assisted QC provided by Cerify is seen as a complement to the existing manual QC processes. Our user base is focused on high throughput ingest and archive for playout where the Mediaflex Workflow Engine is an essential component and where the extra efficiencies in QC delivered by Cerify will show real commercial benefits.”

“Transition to File-based media and workflow automation is happening at a rapid pace. Broadcasters and other video service providers are relying on Tektronix solutions to ensure efficient and effective operation of modern broadcasting and media handling facilities,” said Arif Kareem, vice president, Video Product Line, Tektronix, Inc. “We are delighted to welcome these forward-thinking companies into the Cerify Developers Community and look forward to working with them to promote file-based workflows.”

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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