

Tektronix Picture Quality Analyzer Ensures Quality of HD Service at Rai Way

PQA500 Provides Accurate and Repeatable Assessment Of Encoders and Decoders

BEAVERTON, Ore., September 12, 2008 - Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring solutions, announced that Rai Way, which owns and operates Italian public broadcaster RAI Group's broadcasting division, has selected the award-winning Tektronix PQA500 picture quality analysis tool to provide dependable evaluation and qualification of high definition (HD) video encoders and decoders for its HD video distribution and broadcast systems. The PQA500 helps Rai Way make smart purchase decisions for HD equipment.

As more broadcasters move to HD output, it is imperative that their new and existing equipment is capable of supporting the highest quality images. By using an algorithm that accurately models the human vision system, the Tektronix PQA500 provides a suite of repeatable, objective picture quality measurements that closely correspond with subjective human visual assessment. The PQA500 enables broadcasters and other customers to accurately and comprehensively assess the picture quality of encoding and decoding equipment, configure their video systems to optimize picture quality while minimizing the amount of bandwidth used, and perform periodic maintenance to detect quality degradations before they become customer complaints.

When Rai Way decided to broadcast the UEFA Euro 2008 soccer championships in HD, it needed absolute assurance that it was using the best encoders to ensure quality images. The technical team had already considered purchase of a PQA500 to test its equipment and they used the opportunity to put the unit through a real-world challenge to assess three H.264 encoders. Despite considerable time pressures the results clearly demonstrated the differences in picture quality between each of the encoders. Rai Way was so impressed that the broadcaster bought the PQA500.

“As we implement our high definition service, we need to purchase the best HD video encoding equipment to enable us to deliver an excellent service to our customers,” said Marcello Cianfa, Rai Way Transmission Network Senior Engineer. “Tektronix has always been on the leading edge for picture quality analysis, and the PQA500 has responded superbly to our requirements. It provides consistent, reliable and accurate measurements and gives us confidence that the equipment we select will deliver the results we need.”

“As viewers become more educated about advances in television technology, they demand better quality pictures, particularly from HD services. In an increasingly competitive market, broadcasters need to be sure that they can meet this demand,” said Eben Jenkins, director, Video Product Line, Tektronix. “Because the PQA500 measures picture quality based on an adaptive model of the human vision system, it gives results that are more strongly correlated to viewers' true perception of image quality than any other solution. Using the PQA500, Rai Way has confidence that it will purchase HD video encoding equipment that will deliver the best quality video to its customers.”

Other picture quality measurement products use measurements like Peak-Signal-to-Noise-Ratio (PSNR) to assess picture quality. These classic noise measurements do not account for the characteristics of the human visual system, such as how viewers actually perceive video impairments, and can result in misleading picture quality assessments even when they are modified or enhanced to account for some aspects of the human vision system. The PQA500 has unique measurement software that more accurately models the spatial and temporal frequency responses, masking, and other perceptual aspects of the human vision system. Using this model, the PQA500 makes objective picture quality measurements that closely correspond with subjective ratings.

About Rai Way

Rai Way is responsible for RAI's signal transmission and broadcasting network, and has played a leading role in Italian broadcasting since the outset of radio and television. Rai Way owns the technical heritage, know-how and infrastructures which has enabled RAI to offer to the Italian citizens a first quality public service of radio and television broadcasting. Rai Way is also capable of enabling professional customers to improve their business opportunities by providing them with support for network planning, implementation, extension and management.

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.

###

Tektronix is a registered trademark of Tektronix, Inc. All other trade names referenced are the service marks, trademarks or registered trademarks of their respective companies.

<http://news.tektronix.com/news-releases?item=123319>