

New Tektronix Innovation Forums for Asia Pacific Region

Tektronix and High Speed Serial Technology Leaders Share Expertise with Engineers in Seoul, Taipei, Shanghai, and Shenzhen

BEAVERTON, Ore., August 26, 2008 - Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, announced a series of Innovation Forums that will be conducted every quarter across several cities in the Asia Pacific region starting in August, 2008. The first series of Forums will focus on HDMI and DisplayPort serial data technologies. The Tektronix Innovation Forums provide a platform for Tektronix and industry-leading partners to share insights into the latest design and test technologies and applications for the new digital world.

A goal of these Innovation Forums is to foster better and more meaningful dialogue. Participating electronic engineers and managers will have the opportunity to engage with industry leaders and peers, learn about the latest technology trends, and see demonstrations of cutting-edge solutions to address their design and test challenges.

Under the theme of “High Speed Serial Design & Test Solutions for Next Generation Technologies,” the first Tektronix Innovation Forum will feature HDMI CTS v1.3c and DisplayPort CTS v1.1 Compliance Testing.

Along with Tektronix subject-matter experts, representatives from HDMI Licensing LLC, Silicon Image HDMI Authorized Testing Center (ATC) and the first DisplayPort Authorized Test Centre -- Allion Test Labs Inc. -- will participate in the Forum that will be held in the following cities during August and September:

August 26 – Seoul , Korea

August 28 – Taipei , Taiwan

September 2 – Shanghai , China

September 4 – Shenzhen , China

"The rapid development of digital technologies presents new and complex design challenges," said James Alderton, marketing director, Tektronix Asia Pacific Region. "Engineers need up-to-date knowledge to stay at the forefront of new and emerging technologies. We are committed to providing engineers with advanced test solutions that enable them to bring next generation designs quickly to market."

"HDMI is the de facto standard for connecting consumer electronic devices and has more than 800 adopters globally, many from Asia," said Steve Venuti, President of HDMI Licensing, LLC. "We are very pleased to participate in Tektronix Innovation Forums in Asia Pacific. Tektronix has extensive experience and expertise in HDMI compliance testing and provides the design community with the knowledge and solutions to integrate HDMI into their innovative designs."

"DisplayPort offers electronics device designers a huge opportunity but also a challenge to address the consumers' growing demand for HD and true colour viewing experience," said James Ou, technical director, Standard Test Business Unit, Allion Test Labs, Inc. "The Tektronix Innovation Forum is an ideal platform for the DisplayPort design community to learn about the latest developments and test methods, and industry leading test solutions. With this knowledge, engineers will be better able to ensure their designs meet the latest market needs and conform to the DisplayPort specifications."

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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