

## **Tektronix Selected to Provide HD Video and Audio Test Equipment for NBC's Coverage of the Beijing Olympic Games**

**WFM7120 Monitors, WVR7120 Rasterizers and TG700 Signal Generators Enable NBC to Provide High Quality Signals for its Coverage of the Beijing Olympics, August 8-24, 2008**

NEW YORK – July, 30 2008 – Tektronix has been selected to provide audio and video equipment to NBC for the network's coverage of the 2008 Olympic Games from Beijing , China August 8-24. The announcement was made today by Dave Mazza, senior vice president, Engineering, NBC Olympics and Arif Kareem, vice president for the Video Product Line at Tektronix.

NBC will produce its coverage in High Definition (HD) with 5.1 Channel Dolby surround sound. The complexity and sophistication of HD requires leading-edge product capabilities for broadcasters to achieve the high quality content that demanding customers expect. NBC has purchased WFM7120 Waveform Monitors and WVR7120 Rasterizers to support the games and also will be using TG700 Signal Generators for test signal generation. The equipment will be used to monitor and test digital video and audio HD content to ensure quality in production, post-production, transmission and distribution for the games.

“We are pleased that NBC has selected Tektronix as a test and measurement equipment supplier. I am confident that we can help NBC optimize content quality and delivery of HD broadcasts of the 2008 Summer Olympics from Beijing ,” said Kareem. “Coverage like the Olympics, in which every second counts, requires the best test and measurement equipment available in order to maintain the quality of content and continuity of service. Using advanced technology monitoring and measurement solutions from Tektronix, NBC will be able to deliver high quality HD service to its viewers in the United States .”

Mazza added, “We demand both high quality and high reliability for the transmission of NBC's Olympic broadcasts. Tektronix provides easy-to-use monitoring solutions that achieve and maintain our desired content quality. As a leader in the video test and measurement field, we know we can trust Tektronix equipment for a broadcast as critical as the Olympic Games.”

### About NBC Olympics

NBC, “America's Olympic Network,” owns the exclusive U.S. media rights to the Olympic Games, television's most powerful property, through 2012, which includes Beijing in 2008, Vancouver in 2010 and London in 2012. From August 8-24, 2008 NBC Universal will present an unprecedented 3,600 hours of coverage, highlighted by NBC in primetime with live swimming, gymnastics and beach volleyball. In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC's HD affiliates—offered a then record 1,210 hours of Olympic coverage from Athens. For additional information, go to [NBCOlympics.com](http://NBCOlympics.com), a year-round destination for fans of Olympic sports, featuring news, Beijing previews, athlete features, expert blogs, photos, Olympic video from the NBC archives and social tools enabling users to build communities around their favorite sports, post comments and blogs.

### 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](http://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=123326>