

## **Wellen & Noethen Selects Tektronix Cerify**

### **Cerify is the World's First Comprehensive Automated Video Analysis Tool Providing Quality Verification of File-Based Compressed Video and Audio Prior to Use**

BEAVERTON, Ore., September 7, 2007 - Tektronix, Inc. (NYSE: TEK), a leading worldwide provider of test, measurement and monitoring instrumentation, announced that Wellen & Noethen, a highly regarded international systems integrator, has selected the Tektronix Cerify file-based content analysis solution for use in a brand new fully tapeless playout center, providing its European broadcasting customer with automated quality verification of video and audio files prior to playout.

In the transition from tape to digital ingest and server-based storage, broadcasters are faced with a wide variety of technical challenges and changes in workflow. Complicating the process are continual updates in technology prompted by new digital CODECs and formats. Regardless of the CODEC or format being used, maintaining content quality and consistency is critical for commercial success.

Wellen & Noethen is a long-term expert in the video production and transmission industry serving major broadcasters and production houses across Europe. Cerify is being integrated as part of a larger system Wellen & Noethen has designed to support the construction of a fully tapeless playout facility.

"Cerify is vital in allowing us to specify and install an entirely file-based workflow," said Peter Noethen, CEO, Wellen & Noethen. "Digital content comes in a wide variety of formats and resolutions and it requires a comprehensive quality assurance tool to ensure playout standards are always maintained. That tool is Cerify. Its extensive test capabilities - including syntax quality - are essential in ensuring that files that are transmitted are decodable by the consumer set-top boxes in use."

Installed on a Tektronix server, Cerify integrates with automation systems via the Ceritalk API. It provides automated access to stored video files; retrieves them for analysis and then alerts staff when testing is complete. Cerify not only checks video baseband parameters but more importantly also checks the syntax of the stream. This applies to the encoding as well as the encapsulation. Errors in the stream can occur during the encoding or copying of files and can subsequently lead to a consumer set-top box being unable to decode the stream while professional decoders in the facility still tolerate these errors.

"Selection by one of Europe's most successful systems integrators demonstrates solid proof of Cerify's unique capabilities that are vital in truly file-based workflows," said Arif Kareem, Vice President and General Manager, Video Test, Tektronix. "Playout centers increasingly obtain content in compressed format and Cerify allows a huge range of parameters to be verified automatically prior to playout providing previously unseen levels of efficiency and quality of service."

#### About Cerify

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 on the market that fully tests all aspects of stored compressed video and audio quality to ensure it meets the system parameters, formats, resolutions, bit-rates, video/audio quality levels and compliance/correctness to a wide-range of specified video and audio standards. Cerify is designed for traditional broadcasters, network operators and content providers including movie, TV, video and streaming media companies, for post-production checking of encoding, and to video archives providing an easy way to analyze and check the integrity of the content of the digital video archives.

## About Wellen & Noethen

Wellen+Nöthen (W+N) is an expert for innovative IT and audiovisual solutions for broadcast and media applications. With high competence in all areas of products, system solutions and services, W+N is one of the leading trade-, system-, and dry hiring companies in Germany.

In the field of system integration W+N offers the hardware selection as well as the entire spectrum from consulting and planning up to installation and training. Wellen+Nöthen's rental department meets international product standards and in regard of product variety and capacity W+N is, together with the 2006 founded subsidiary company HDinside, Germany's biggest rental house for TV-production technology. The company employs about 70 people at its main offices in Cologne and Berlin and serves more than 1.500 customers on its core markets in Europe.

## 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, advanced and pervasive technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is [www.tektronix.com](http://www.tektronix.com).

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