

## **The IRT Installs PQA500**

### **Tektronix PQA500 Incorporates the Latest Picture Quality Analysis Technology; Provides a Suite of Repeatable, Objective Quality Measurements**

BEAVERTON, Ore., September 7, 2007 - Tektronix, Inc. (NYSE: TEK), a leading worldwide provider of test, measurement and monitoring instrumentation, announced today that the IRT, the Institut fuer Rundfunktechnik in Munich, Germany, has installed the Tektronix PQA500, a next generation picture quality analysis tool, to speed up its HD quality evaluation process and to significantly expand its HD reference toolset.

The IRT is the central research and development establishment for public broadcasting organizations in Germany, Austria and Switzerland. IRT has extensively used Tektronix picture quality analysis systems for some time and was looking for a next generation high-performance reference system for HD. The PQA500 will be used by several departments for a wide range of projects including the evaluation of compression formats for studio production, contribution and distribution. It will be used for German public broadcasters ARD and ZDF projects, for European Broadcasting Union (EBU) working groups and also for third party projects with codec manufacturers.

"Tektronix picture quality analyzers are well-established systems within IRT; they form a state-of-the-art reference system for automated quality assessment," said Dr. Rainer Schaefer, Head of Production Systems, TV, IRT. "When we looked for a similar reference system for HD, support for algorithms beyond PSNR and JND was important to us, as well as file I/O to analyze material already recorded by other servers. The PQA500 will speed up quality evaluation and will save on human resources, effectively steering those resources to other key issues. There is simply nothing comparable available in the market."

"We are very pleased that an institution with the reputation and credibility of the IRT has taken the decision to further their research in the field of picture quality analysis with our PQA500," said Arif Kareem, Vice President and General Manager, Video Test, Tektronix. "Tektronix is committed to providing key tools to the broadcast industry that provide ground breaking performance and allow major steps forward in the productivity and quality of codec design and performance."

The PQA500 is the latest-generation picture quality analyzer. Based on the concepts of the human vision system, the PQA500 provides a suite of repeatable, objective quality measurements that closely correspond with subjective human visual assessment. These measurements provide valuable information to engineers working to optimize video compression and recovery, and maintaining a level of common carrier and distribution transmission service to clients and viewers.

#### About the PQA500

The Tektronix PQA500 Picture Quality Analyzer is a new generation picture quality analysis (PQA) tool incorporating eight new Tektronix patents and embodying the most comprehensive Human Vision Model yet implemented. The PQA500 provides the most complete suite of measurement and diagnostic tools for picture quality analysis including full support of high definition (HD) formats. With the PQA500 video developers and broadcasters can quantify subjective video responses enabling them to consistently produce an optimal customer viewing experience through tuning video offerings for differences in format and delivery means.

#### About the IRT

The IRT, founded in 1956 as a private company, is the central research and development establishment for

public broadcasting organisations in Germany (ARD, ZDF and DLR), Austria (ORF) and Switzerland (SRG/SSR). In addition, the IRT collaborates with numerous clients in the broadcasting, media, communication-engineering and IT sectors, and with various research organisations and universities. The main focus of the IRT's work is the improvement of existing and the development of new, particularly digital, systems and their standardisation.

#### 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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