

## **Danish Broadcasting Corporation Chooses Tektronix Video Equipment for Advanced HD/SD Testing**

### **WVR7100 Rasterizers Monitor Content Quality and Adherence to HD and SD Specifications for Audio and Video**

BEAVERTON, Ore., May 4, 2006 - Tektronix, Inc. (NYSE: TEK), a leading worldwide provider of test, measurement and monitoring solutions, announced today that Danish Broadcasting Corporation (DR), Denmark's oldest and largest electronic media conglomerate, has installed six Tektronix WVR7100 HD/SD rasterizers to monitor the content quality in its new broadcast center in Ørestaden. DR Byen, the 132,500 square-meter broadcast, multi-media production, administrative and arts centre, is currently being prepared for full occupancy later this year. At an estimated total cost of 3.3 billion Danish Krone (approx USD \$575 million), DR Byen is the largest single project undertaken by a Danish national broadcaster in more than 20 years.

Segment one of DR Byen, which includes major studios and broadcast facilities, plus technology development and IT services, is nearing completion. Tektronix WVR7100s are in use in the studio and control facilities in preparation for productions that begin later this month. The WVR7100 rasterizers will enable DR to provide the highest video quality and performance that adheres to in-house specifications.

"The ability to monitor HD and SD signals is important as the transition to digital TV gathers momentum," said Ole Sørensen, Video Specialist, DR Byen. "The WVR7100s provide cost-effective and easy-to-use monitoring solutions that provide the most advanced SD/HD testing available."

The WVR7100 rasterizer includes extensive Dolby audio monitoring capabilities (including Dolby E and Dolby Digital). Also included in the WVR7100 rasterizer are the advance audio capabilities which reduce the time and effort needed to assess the quality of multi-channel audio content and to diagnose multi-channel audio amplitude or phase problems. The powerful FlexVu™ display allows the instrument to be configured to display - in four individual tiles - any combination of the waveform, vector, gamut, picture, audio, timing, status and alarms displays.

"DR Byen is one of the most modern and significant broadcast facilities ever built," said Nicki Fisher, Tektronix Video Sales Manager, EMEA. "The WVR7100s were supplied by Tektronix distribution partner Teleinstrument, A/S Denmark. As a certified Tektronix Platinum Level Video Distribution Partner, Teleinstrument A/S has consistently demonstrated its commitment to the highest standards. Their choice of Tektronix to ensure that DR Byen provides unsurpassed audio and video quality is powerful evidence of the high regard in which our technology is held."

#### About the WVR7100

The WVR7100 provides customers in the multi-format environments - composite, SD, and HD video and/or analogue, digital, Dolby Digital (AC-3) and Dolby E audio - with a cost effective and easy-to-use monitoring tool that enables them to ensure production and broadcast of quality content that adheres to legal broadcast specifications. With the WVR7100's powerful FlexVu™ display, customers can uniquely configure their instrument to display in four different tiles any of the Waveform, Vector, Gamut, Picture, Timing, Status, and Alarms displays. With the audio option, the instrument can also display Audio Level Bars, Lissajous, Surround Sound, and Dolby Audio Metadata (Dolby Digital/Dolby E option only) displays. The WVR7100 is the only HD Rasterizer with the de facto industry standard, Tektronix-patented, Gamut displays (Diamond, Split Diamond and Arrowhead) that ensure that the broadcast material meets gamut compliance in the component and composite colour spaces. The WVR7100 reduces the time and effort needed to assess the quality of multi-channel audio content and to diagnose multi-channel audio amplitude or phase problems.

#### About DR

DR (Danish Broadcasting Corporation) is Denmark's largest electronic media enterprise and is an independent, license-financed public institution.

DR TV comprises two channels, DR1 and DR2. DR1, founded in 1951, is broadcast via a terrestrial network, whilst DR2, founded in 1996, is a satellite channel, which can be viewed by approximately 80% of the population via satellite dish or cable-TV.

#### About Tektronix

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer, and semiconductor industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks 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).

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