Tektronix Scores Again in 2011 Diamond Technology Reviews

Cable Industry Experts Praise Sentry Content Monitoring Solution For Fifth Consecutive Year

Beaverton, Ore. – October 17, 2011 – Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today announced its Sentry® digital content monitor has received a 3.5 Diamond rating in the Broadband Technology Report's prestigious 2011 Diamond Technology Reviews, marking the fifth consecutive year in which Sentry has been recognized in this annual review of the top products and solutions available to the cable television industry.

Established by Broadband Technology Report in 2005, the Diamond Technology Reviews (commonly referred to as "the Diamonds") are determined by unbiased evaluations from a distinguished and independent panel of Society of Cable Telecommunications Engineers (SCTE) national board members and cable engineering experts, including senior executives from the largest U.S. cable operators.

"The judges always seem to be impressed with the Sentry's upgrades, and this year was no exception. Once again Tektronix received an excellent Review score," said Rob Stuehrk, president and publisher of Broadband Technology Report.

Beyond application of the newest technology, entries are judged by innovation, ease-of-use, efficiency, reliability and contribution to profitability. This year's Diamond judges noted Sentry's newly-enhanced audio monitoring features, of special importance in the wake of the Commercial Advertising Loudness Mitigation (CALM) Act which will soon require that ads be no louder than the programs they accompany. The advanced monitoring capabilities of Sentry make it an ideal solution for this non-trivial task given the hundreds of channels that cable operators will have to continually monitor.

"Scoring so well in its fifth Diamond Technology Reviews is a reflection of Sentry remaining the industry's most advanced content monitor as well as a recognition of its success in the market, with nine of the 10 largest U.S. cable operators using it provide an optimal quality of experience QoE for their subscribers," said Eben Jenkins, general manager, Video Product Line, Tektronix. "Adding the ability to detect overly loud commercials in the multi-channel cable environment is just the latest example of our commitment to ensuring Sentry can address operators' current and future needs."

Tektronix will demonstrate Sentry's audio loudness monitoring and other advanced QoE monitoring capabilities at the upcoming Cable-Tec Expo, November 15-17 in Atlanta.

Sentry is an award-winning, comprehensive content monitoring solution for cable, telecom, IPTV and other video service providers. Sentry enables the early detection and diagnosis of video and audio errors (i.e., video freeze, macro-blocking, loss of audio, etc.) whenever or wherever they occur in the network, so service providers can deliver services with excellent quality, thus ensuring an optimal QoE for subscribers. Sentry accomplishes this insight through its unique combination of an unprecedented visibility into network anomalies at the IP and MPEG layers, scalability to monitor every program in the network, and its real-time, 24/7 operation.

For more information about Sentry visit http://www.tek.com/products/video-test/digital-content-monitors.html or call 310.227.8620.

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About Broadband Technology Report
Broadband Technology Report (BTR), celebrating its 7th anniversary in 2011, is the cable and telecom industry's premier source for product and technology news, and is the most successful and fastest growing online outlet for product information and deployments; reviews and rankings; technology expertise; and buyer/seller facilitation. BTR's portfolio includes online, print and video assets, all designed to help network operators build, upgrade and maintain high-performance communications networks. BTR, backed by over 70 years of combined industry experience, delivers its email, online, print and video production services to more than 21,000 subscribers. If you are interested in subscribing, consult http://broadbandgear.net/subscribe/. BTR is owned by Hermes Media, LLC.

About the Diamond Technology Review program
The BTR Diamond Technology Reviews ("the Diamonds") is a renowned industry program now in its sixth year - that was developed to recognize some of the top products and solutions available to the cable industry as determined by a stellar panel of MSO engineering experts. Engineering executives from Bright House, Charter, Comcast, Cox, Suddenlink, Sunflower Broadband and Time Warner Cable served as third-party judges for the 2011 Diamonds. Every year, BTR invites vendors to submit written information

about products/solutions that have been released or upgraded since the previous year's SCTE Cable-Tec Expo (October 2010). Criteria used in the Diamonds rankings include, first and foremost, unique technology or application thereof, innovation, ease of use, efficiency, reliability and contribution to profitability.

About Tektronix
For more than sixty years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test instrumentation for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at www.tektronix.com.

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