



## **Tektronix Will Ensure Video and Audio Quality for Cogeco Cable Subscribers**

### ***Canada's Fourth Largest Cable Operator to Deploy Sentry for Quality of Experience Monitoring***

BEAVERTON, Ore.— November 16, 2011—Tektronix, the market leader in broadcast video test, monitoring and analysis solutions, today announced that company's flagship [Sentry® digital content monitor](#) has been selected by Cogeco Cable, Canada's fourth largest cable operator, to help ensure their video services are delivered with exceptional quality.

After carefully evaluating several competitive solutions, Cogeco Cable selected Sentry for its comprehensive approach to ensuring its subscribers consistently enjoy the best possible viewing experience. Sentry's advanced monitoring capabilities enable the early detection and diagnosis of video and audio errors, which can help operators fix the underlying issues, and in many cases prevent costly in-home service appointments.

Cogeco Cable will deploy Sentry's advanced Quality of Experience (QoE) and Perceptive Video Quality (PVQ) modules. With QoE, Sentry does a full decode of each MPEG packet looking for structural errors that cause picture and audio impairments. Each impairment is scored based on the severity, taking into account the frequency, duration and position on viewers' screens of each impairment. In addition to QoE, Sentry's PVQ module detects picture blockiness and other artifacts caused by over-compression using an eMOS (effective Mean Opinion Score) based scoring algorithm. Sentry's combination of advanced QoE capabilities and PVQ provides Cogeco Cable with the most comprehensive real-time monitoring and alerting system available today.

"Maintaining subscriber growth while reducing overall operating costs is a key initiative and we believe Sentry's exceptional monitoring and management capabilities will help us achieve our goals," said Jacques Gravel, VP of Network Services. "Everyone at Cogeco Cable is committed to service excellence and deploying Sentry is the latest example of this commitment."

Cogeco Cable will initially deploy Sentry in its master headend, where it will be comprehensively monitor the standard definition (SD) and high definition (HD) programming throughout the company's Ontario systems. Cogeco Cable will configure and manage its Sentry units using Tektronix Medius™ application.

"Cogeco Cable has a well-deserved reputation for service excellence and their choosing Sentry shows their commitment to providing services with the best possible quality," said Eben Jenkins, general manager, Video Product Line, Tektronix. "Sentry's cutting-edge QoE and PVQ monitoring capabilities are perfect for forward-thinking operators like Cogeco Cable that recognize quality is a competitive advantage in today's increasingly crowded multi-channel video market."

The award-winning Sentry is the industry's premier content monitoring solution, proven in deployments with nine of the top 10 U.S. cable operators and now four of the top five Canadian operators.

Sentry utilizes advanced deep packet inspection (DPI) technology to give cable operators unparalleled visibility into network anomalies at the IP and MPEG layers at all critical locations in the network. This enables the quick identification and diagnosis of video and audio errors regardless of where they occur in the network; from ingest at the headend through the network edge just before it is delivered to the home. This unprecedented level of event specific information helps operators speed the repair of the underlying issues to limit the impact to viewers' quality of experience (QoE).

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 Cogeco Cable**

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)) is a telecommunications corporation and is the second largest hybrid fibre coaxial cable operator in Ontario, Québec and Portugal. Through its two-way broadband cable networks, Cogeco Cable provides its residential customers with Audio, Analogue and Digital Television, as well as HSI and Telephony services. Cogeco Cable also provides to its commercial customers, through its subsidiary Cogeco Data Services, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, data storage, data security, co-location services, managed IT services, cloud services and other advanced communication solutions. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

**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](http://www.tektronix.com).

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