

# Sony Australia Selects High-Performance Tektronix Waveform Monitors for Superior Picture Quality

## ***WFM8300 Delivers Real-time Automated 3Gb/s SDI Eye Pattern and Jitter Measurements to Help Diagnose Signal Irregularities in Broadcast and Professional Video Equipment***

Sydney, Australia, January 26, 2010 – Tektronix, Inc., a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that Sony Australia Limited (“Sony Australia”) has adopted Tektronix [WFM8300 advanced waveform monitors](#), the latest addition to the popular Tektronix waveform monitor lineup, to support after-sales service for Sony’s professional and broadcast video equipment. The Tektronix waveform monitors will also be used in the installation, diagnostic and acceptance testing of Sony equipment at customers’ premises.

Sony has been the world leader in the broadcast industry for decades offering a complete range of professional equipment for broadcast and content creation. With the advent of 3Gb/s digital video, Sony Australia is facing increasing demand from customers to provide technical support for 3G-capable Sony equipment.

The new Tektronix WFM8300 waveform monitors provide industry leading real-time, automated SD/HD/3Gb/s SDI eye pattern display and jitter measurements to effectively diagnose signal problems and ensure the proper operation of analog and digital video devices. The WFM8300 models selected by Sony Australia have been configured to support analog video, SD, HD, 3G-SDI formats, analog and Dolby audio capabilities, physical layer measurement and advanced Gamut monitoring.

“Sony Australia has been a long-time user of Tektronix equipment,” said Stuart Clark, National Technical Services Manager, Sony Australia Limited. “The WFM8300 provides flexible options and field-installable upgrade kits for us to monitor diverse video and audio types including 3Gb/s SDI and Dolby audio. These capabilities combine with Tektronix’s proven track record for reliability and accuracy makes us confident of providing better service to our customers.”

“We are very pleased that the first adoption of the new Tektronix WFM8300 waveform monitors in the Asia Pacific region is by Sony Australia,” said James Alderton, Marketing Director, Tektronix Asia Pacific Region. “The WFM8300 is an advanced, high-performance tool that will allow Sony to meet the ever-increasing picture quality demands of their customers, while also breaking new ground with automated 3Gb/s SDI testing.”

#### **About Sony**

Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony recorded consolidated annual sales of approximately \$78.9 billion for the fiscal year ended March 21, 2009, and it employs 171,300 people worldwide.

#### **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, computing 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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#### **Media Contact:**

Zihuan Shen

Asia Pacific PR Manager

86.21.38960609

[tracy.shen@tektronix.com](mailto:tracy.shen@tektronix.com)