

Grass Valley's Digital TV Work Earns Tektronix a Seventh Emmy

Products Employing 10-Bit Interfaces Have Helped Advance Television Standards.

Tektronix landed its seventh Emmy Award last week, this one for Grass Valley's pioneering efforts in improving digital television.

The National Academy of Television Arts and Sciences (NATAS) awarded the Emmy for Outstanding Achievement in Television Technology to Tektronix Grass Valley products, specifically for bringing 10-bit digital video interfaces to the television industry.

Honoring Grass Valley

"On behalf of Tektronix, we thank the Academy, all our industry colleagues who made this award possible, and, above all, our users — who make sure we maintain our standards of excellence," said Senior Vice President John Karalis in accepting the award last week in New York.

John made a special point of congratulating Grass Valley's engineers.

"We are proud that Grass Valley has been part of the Tektronix family for nearly 20 years," he told the crowd at

the New York Marriott where the awards ceremony was held. "We are particularly pleased that our Grass Valley engineers are being recognized this evening for their pioneering role in leading the industry into the

10-bit world — with the resulting quality in today's digital television."

John also mentioned that Tektronix' Measurement division was similarly honored three years ago with an Emmy for its own part in bringing the 10-bit serial digital interface to the television industry.

Improved Television Quality

In technical terms, the Emmy honoring Grass Valley is for product developments enabling the industry conversion from 8-bit to 10-bit interfaces between equipment and reducing visible signal truncation errors. Today, 10-bit precision



On hand at the New York Marriott to accept Tektronix' seventh Emmy last week were, from left, Neil Olmstead and Jim Blecksmith of Grass Valley, Senior Vice President John Karalis, and Peter Symes, also of Grass Valley.

is synonymous with high-quality television signal processing.

Grass Valley products — including the Krystal™ 4300 Digital Effects System, Model 4000 and Model 2200 component digital production switchers — use the 10-bit technology for pristine video quality.

This newest Emmy honors Tektronix for continued advancing of television industry standards and technologies.

