

TEK CONFIDENTIAL

VND

Mission, Vision, and Values

Mission

To hold the #1 or #2 worldwide market position as the provider of video and networking solutions in our targeted segments.

Vision

We know where video is going . . . working with the best to take you there.

Values

- Win, but hurry.
- Customers don't care where we're located; neither should we.
- In team we trust.
- Commit and deliver.
- Delight the customer.
- Respect one another and the world in which we live.

Market Segments

Video Content Production

What:

- Acquire, produce, and play to air

How:

- Open solutions
- Customer intimacy

Who:

- News
- Live/sports
- On air
- Post production



Video Data Services

What:

- Distributing video

How:

- Video interoperability over heterogeneous networks

Who:

- Cable companies
- Internet/intranet
- Distance learning

Customer Intimacy

Balanced Pyramid

PRICE — PRODUCT — INNOVATION

Level V

- Customer requirements match our solutions portfolio

Level IV

- Customers influence our direction
- We influence customer direction

Level III

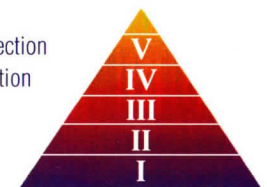
- Trust, confidence, respect

Level II

- Understand partners and competitors
- Understand technologies
- Aggregate skills
- Understand markets, other customers

Level I

- Know customer processes
- Know customer's business model



Tektronix

Success is
peace of mind
 which is a **direct result**
 of **self-satisfaction**
 in knowing you **did your best**
 to become **the best** that you
 are **capable** of becoming.

The
Pyramid
of Success

John R. Wooden
 Head Basketball Coach, Emeritus
 UCLA

