

News Release

Tektronix to Showcase PRISM HDR at NAB 2019

Industry-leading PRISM Media Monitoring and Analysis Platform now features HDR tools for assuring optimum High Dynamic Range video production quality and workflow.

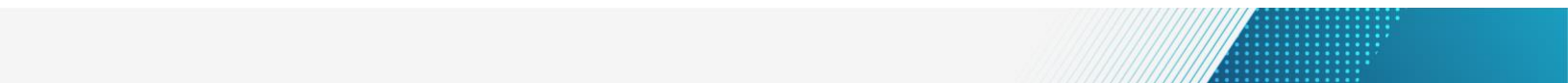
BEAVERTON, Ore. – Tektronix, Inc., an industry-leading innovator of video test, monitoring and diagnostics solutions, today announced the addition of High Dynamic Range (HDR) video production and monitoring capabilities for its PRISM Media Monitoring and Analysis Platform. PRISM and a suite of new HDR-ready solutions from Tektronix will be demonstrated live at the NAB show Las Vegas, April 8-11, [South Hall \(Upper\) - SU5006](#).

For video content creators, broadcasters and providers alike, High Dynamic Range (HDR) represents the next big step for viewers. Companies are now faced with the challenge of planning, providing, and assuring end-to-end workflow quality for HDR and 4K content, and Tektronix has developed a dynamic set of production solutions that enable producers to do this.

"Broadcasters seeking to address the HDR opportunity have been working with our teams here at Tektronix to iron out the HDR process and optimize HDR workflows," said Charlie Dunn, General Manager of Tektronix's Video Business. "Doing so, they're mitigating churn, protecting their brands and delivering a better customer experience! Quality is a brand-critical issue. Tektronix comprehensively addresses quality throughout the content enterprise and equips customers to be stronger and deliver a better product — especially in a HDR world!"

PRISM Media Monitoring and Analysis for HDR

Designed to address the current state and the future of broadcast, PRISM is packed with a comprehensive set of HDR measurements and displays to provide content dynamics visibility and reduce the time to fault isolation and remedy. Equipped with features for HDR / WCG workflows, PRISM allows jobs to be done in a consistent manner and reduces complication in multi-format content creation. With PRISM, production teams can be confident with objective and trusted measurements.



Built on software that is easily upgradable, PRISM evolves concurrently with the evolution of IP and HDR standards. PRISM presents complex information as an easy-to-understand graphical display that's familiar to broadcast technicians and engineers. Simply stated, PRISM bridges the gap between IP, SDR, and HDR video.

The new tools within Prism can be easily added to production trucks and studios alike, extending their range of production workflow and can be extended to what future formats may be requested. With these capabilities in place, the producers and content owners can experiment with and deliver high dynamic range content to their customers.

"Our customers are committed to providing a fantastic end user experience, preventing them from having to deal with problems ranging from Twitter tirades to quality-driven subscriber churn," said Dunn. "Whether it's in the first five seconds of the program or the critical moment of a game – a poor streaming experience can cost viewers."

PRISM HDR meets the needs of Video Engineers working in live production, engineers performing confidence monitoring in facilities, and for Editors in a broadcast environment. The instrument functionality can be expanded and configured to address multiple applications across operations and engineering through a selection of easily upgradeable option choices. These options can be applied as needs change. The Tektronix approach simplifies and de-risks your purchase decision.

Tektronix will showcase their entire suite of HDR video production and workflow tools at NAB 2019, including PRISM, Aurora, and Sentry solutions.

About Tektronix

Headquartered in Beaverton, Oregon, Tektronix delivers innovative, precise, and easy-to-operate test, measurement and monitoring solutions that solve problems, unlock insights, and drive discovery. Tektronix has been at the forefront of the digital age for over 70 years. Join us on the journey of innovation at [TEK.COM/VIDEO](https://www.tektronix.com/video).

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