

Enabling innovation in the new digital world

Improving the user experience by overcoming the slowest link

Consumers are demanding richer real-time experiences — more content, better graphics, faster response, easier connectivity — requiring increases in capacity and speed. To meet these needs, engineers are developing advanced serial data bus technologies with greater bandwidth and throughput. These serial technologies are faster and often more complex than prior generations and require test equipment capable of greater performance and more extensive analysis. Tektronix meets these demands with serial data test and measurement solutions across the entire product development value chain, from chip manufacturers to product integrators.

Can I design quickly with confidence?

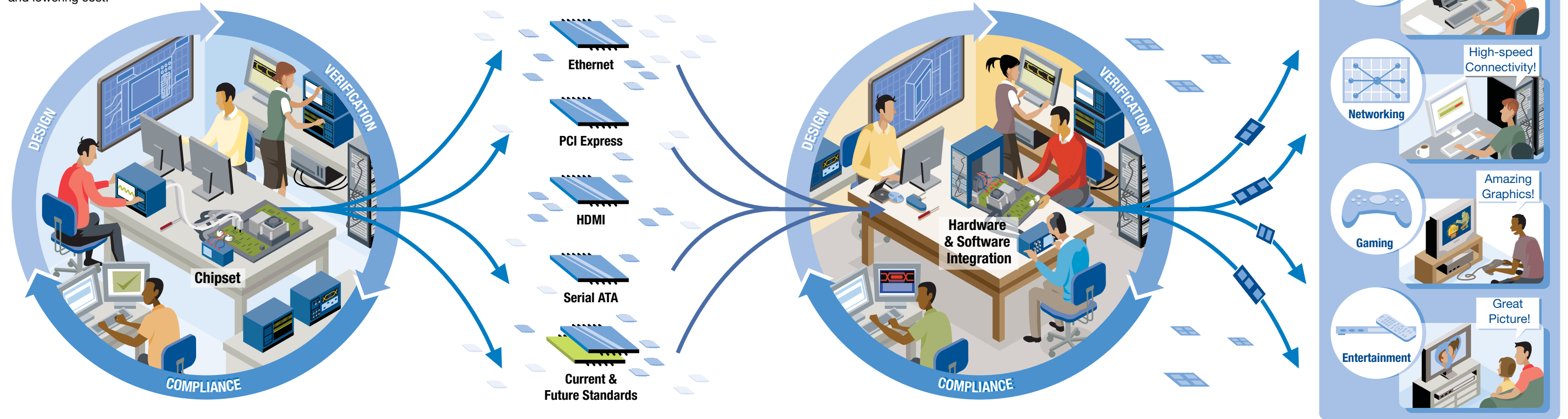
Leading edge designs, short product lifecycles, extended supply chains, and standards compliance for specific technologies necessitate superior validation and test tools. Tektronix' test and measurement instruments can shorten the design cycle through sophisticated data analysis and by isolating design problems early in the process, speeding time to market and lowering cost.

Can I meet evolving serial data standards?

New and faster technologies and constantly changing standards are creating complex design challenges that can hinder time to market and increase cost. Tektronix delivers complete serial data test solutions that enable engineers to develop products and ensure conformance to the latest serial data test requirements.

Are the components interoperable?

Tektronix' standards-body involvement and hardware and software test equipment offer industry leading analysis, validation, and compliance support ensuring designers can efficiently and confidently address complex system integration and product compatibility.



Device and Interconnect

Designers of building block electronic components including serializer/deserializer (SERDES), application-specific integrated circuits (ASIC), field-programmable gate arrays (FPGA), connectors and interconnect cables.

Tektronix Solutions:

- Characterize Baseline Performance
- Debug / Troubleshoot
- Analyze Operational Integrity
- Interoperability / Conformance

Subsystem and Circuit Board

Integrators of electronic components including clock and data management devices, power management, memories, processors, and other components onto motherboards and other printed circuit boards.

Tektronix Solutions:

- Characterize Baseline Performance
- Debug / Troubleshoot
- Analyze Operational Integrity
- Interoperability / Conformance
- Integration

System and Product

Platform developers aggregating subassemblies into a wide variety of end-use products including computers, storage devices, Internet routers and switching systems, digital set-top boxes and other entertainment systems, wireless connectivity products, navigation and other handheld electronic devices.

Tektronix Solutions:

- Characterize Baseline Performance
- Debug / Troubleshoot
- Analyze Operational Integrity
- Interoperability / Conformance
- Integration