Tektronix oscilloscopes receive 2007 EFY Reader's Choice Award

by Bend_Weekly_News_Sources

Fourth Consecutive EFY Reader's Choice Award Reflects Tektronix' Unmatched Industry Leadership

Tektronix, a leading worldwide provider of test, measurement and monitoring instrumentation, today announced that Electronics For You (EFY) magazine, one of the leading publications in Asia, has selected Tektronix as the winner of its 2007 EFY Reader's Choice Award in the oscilloscope category. Tektronix has set a milestone as the only winner in the oscilloscope category for the fourth consecutive year since the award was established in 2004.

The EFY awards honor the top products in 26 categories representing the best of 2006 based upon the basis of rankings by EFY readers. This year, five vendors were nominated for the Reader's Choice Award in the oscilloscope category. Tektronix oscilloscopes were selected by EFY readers as the winner for their combination of industry leading specifications, ease-of-use and rich applications.

"The EFY Awards is our way of recognizing and rewarding the catalyst individuals and organizations that are enabling the new digital world," said Ramesh Chopra, Managing Director, EFY Enterprises Pvt. Ltd. "Respondents who voted for this award were comprised of engineers and designers from across India, providing great insight into which vendors and products were the top choice among the local electronics community."

"In developing products for today's new digital world, engineers and designers are faced with technical challenges of increasing complexity and the need to bring new products to market as quickly as possible," said James Alderton, Marketing Director, Tektronix Asia Pacific Region. "Tektronix is focused on helping our customers meet these challenges with advanced measurement solutions that enable them to test and validate their designs with increasing accuracy and efficiency. It is a great honor to receive this award in the oscilloscopes category for the fourth year in a row and we thank the readers of EFY for this recognition and for their continued support."