ENGINEER V PROFILE:
Charlie Rhodes

Charles W. Rhodes, Television Engineering, ext. 7068 (Beaverton).

Engineer/Scientist IV's and V's serve as technical resources for consultation by others at Tektronix. To increase their visibility to the Tektronix technical community, *Technology Report* will publish a series of profiles of these individuals.

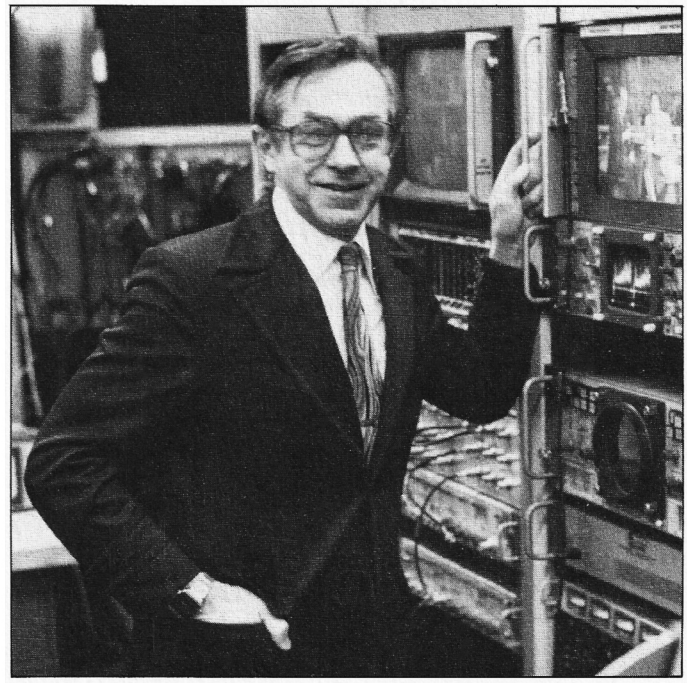
Charles (Charlie) W. Rhodes has a world-wide reputation in the broadcast-television engineering community. He earned that reputation with his innovations in television instrumentation and with several decades of effort to improve picture quality. He is particularly known for his work with vertical interval test signals. In recognition of his efforts in developing vertical interval test signals, Charlie was nominated for an "Emmy" award by the Academy of Motion Picture and Television Arts and Sciences.

Charlie's industry committee activities include chairing the Subcommittee on Studio Facilities (EIA), participating in the Subcommittee on Digital Technology (SMPTE), and working on numerous study groups and subcommittees of the Institute of Electrical and Electronic Engineers, and The Electronic Industries Association. He was recently appointed *Fellow of The IEEE.* He is active in the Society of Motion Picture and Television Engineers, the Royal Television Society (U.K.), the JCIC, The Satellite Technical Operations Committee, the Society of Broadcast Engineers, and the CCIR.

With nineteen U.S. and foreign patents granted and others pending, Charles W. Rhodes has contributed to the substantial respect and marketing position that Tektronix enjoys in video processing.

To keep in touch and to spread the word, Charlie travels widely. Internationally, his tours include annual consultations in Europe and Japan. Recently, the Peoples Republic of China invited Charlie to present lectures on tv measurement techniques. Think of a location where video progress is being made, and Charlie's been there.

Today, Charlie is studying the digital techniques for processing, transmitting, and measuring the television signal. These digital techniques represent a major change from the analog processes now dominant in television. This change creates business opportunities for Tektronix. The change to digital also presents the challenge of changing practices that Tektronix engineers, like Charlie, helped establish back when color-television broadcasting was new.



Charlie attended the University of California from 1947 to 1950. In 1956 he joined Tektronix from the Columbia Broadcasting System. □