News Release

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For Immediate Release

Pixelmetrix and DiviTech bring complete visibility of broadcast operations via Unified Service Management

IBC, Amsterdam, September 2004, Hall 1, booth #1.330 – Pixelmetrix and DiviTech continue to lead the advance on further improving broadcast operations with the introduction of a unique Unified Service Management platform. This system allows the complete end-to-end visualization and management of a digital video network including fully centralized control and management, scheduling of equipment configuration, network supervision, and overall network and transport data stream monitoring.

The new offering is a combination of two best-of-breed products – Pixelmetrix's award-winning quality assurance platform, DVStation, and an intelligent platform wide network management system from DiviTech. This partnership that has both products leveraging on the other, provides the unique solution for the customer.

"Traditional management and control systems have always focused on controlling specific devices along the transmission chain. The emphasis on box control resulted in many management systems – with many keyboards and monitors on the operators desk. However, it is really maintaining continuous **service** availability and quality that is most important to operators." says Reto Brader, General Manager, Europe, Pixelmetrix Corporation.

By integrating DiviTech's network management system and Pixelmetrix's DVStation, the unified system can intelligently track errors automatically, resulting in a highly robust, flexible, and service-oriented system that will give customers better network management and control, providing them with a more complete solution. "Through our constant innovation we have continued to build capability into the system. We look forward to what further improvements come in the future." says Reto Brader.

"DiviTech has listened closely to our customers and have followed their advice by further integrating automatic signal error tracking and configuration verification capabilities into the system. We believe this unified platform approach provides the most comprehensive yet cost effective solution for managing global broadcast operations." says Torben Hamann Jensen, Director, Sales & Marketing, DiviTech. "The unified system fully understands the clients network topology, service flows, and equipment configuration. The system then can automatically detect potential errors and back-track

them across the platform. This allows the system to display not only where the cause of the problem is, but also the services affected. Thus, using Pixelmetrix's DVStation and DiviTech's intelligent platform wide NMS, clients can finally take on a dynamic, truly service-oriented approach with an end-to-end surveillance."

About DVStation Products

DVStation, DVStation-Remote, DVStation-Pod, and DVStation-IP by Pixelmetrix are award-winning systems for monitoring the quality and performance of digital networks. DVStation is the only all-in-one solution that can monitor a signal path from studio to home. The operator sets the monitoring thresholds and alert methods for the entire network from a single location. DVStation will notify operators if there's trouble, with alerts delivered remotely over a corporate LAN, the Internet or even to a pager. If signal and content integrity is essential for business success, DVStation is the most advanced Preventive Monitoring solution available today.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital television networks. The company provides equipment and network intelligence systems to television broadcasters for management and monitoring of quality of service. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe. Pixelmetrix's customers include CNN, CBS, Disney, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfecTV! Japan, British Telecom, BBC, Canal+ and Télédiffusion de France. It is the winner of the Peter Wayne Award for Best Design and Innovation IBC 2000, winner of the STAR 2000 & 2004 Superior Technology Award from TV Technology Magazine, and recipient of a Cable-Satellite/Mediacast Product of the Year Award in 2003 & 2004. For more information, visit www.pixelmetrix.com.

About DiviTech

DiviTech specializes in integrated, platform wide NMS, EIS, EPG, Scheduling and DVB-SI solutions for digital TV platforms, including multi-vendor environments.

Being a highly experienced software company with extensive DVB experience, DiviTech is in a unique position to provide solutions that transform its client's platforms into highly dynamic, flexible and integrated systems with an increased level of automation, synchronization, efficiency and dynamic utilization.

DiviTech's world-wide clients have already experienced the ease of meeting the challenge for rapid changes, and are enjoying the benefits of improved bandwidth utilization.

For further information about DiviTech please contact info@divitech.net or www.divitech.net.

For more information about DVStation and Pixelmetrix, please email info@pixelmetrix.com or visit www.pixelmetrix.com.

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