News Release

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For Immediate Release

Pixelmetrix Brings On its Electronic Couch Potato™ (ECP) and Consolidator™ to IBC 2007

IBC, RAI Amsterdam, September 7, 2007, Booth 1.339A – Pixelmetrix, the global expert in Preventive Monitoring for digital television and IPTV networks, wheels the latest addition to its array of Test and Measurement solutions, the Electronic Couch Potato™ (ECP) and Consolidator™, to IBC 2007.

The Electronic Couch Potato™ is designed to monitor the true customer viewing experience by providing measurements from the end point of the content delivery chain. The ECP™ connects after the Set Top Box (STB) and provides feedback on various service quality parameters to a central site, including but not limited to, network transmission quality, overall service quality and availability.

Danny Wilson, Pixelmetrix President & CEO, explained, "Measuring and monitoring end-user's true QoE has always been emphasized as the vital key success factor in quality TV delivery. Given the vast challenges that video services operators face today, our ECP™ offers an indispensable 'post-network' monitoring probe that measures and reports the end-user's experience towards the delivered video services. Visualize this: While it is impractical and absurd (and painful!) to implant video on the eyeball, the ECP™ epitomizes the best solution to measure the end-to-end process in a television delivery chain."

The uniqueness of the ECP™ lies in its ability to simulate a human being by sequentially changing channels on a Set Top Box via an in-built infrared (IR) control mechanism. Service plan verification through switching channels, recording measurements on service quality for each channel and eventually reporting it to a central management console, equips the service provider with an in-depth knowledge of the end-user's experience. Most importantly, it helps to check whether the channel is actually available in the first place.

The ECP™ takes the raw audio-video output of the STB as its input to make parameter measurements. It utilizes the decoded signal from a consumer-graded STB to make a complete and true evaluation of the end-user's QoE. The ECP™ also has an Internet Protocol (IP) interface to report telemetry on various parameters of the protocol stack, including the transport and IP layers.

At Booth 1.339A, Pixelmetrix will also showcase its new EndGame™, DVShift-S21, Video Validator™, DVStor-Flashback and DVStor-DAS (Direct-Attached-Storage), DVStation-IP3™, DVStation-Mini™, DVStorIP-Gen™, DVB-H and DVB-S2.

Pixelmetrix develops a host of IPTV and Preventive Monitoring systems that offer unique attributes and versatility, allowing operators to achieve end-to-end visibility and keep tabs on their network architecture.

Note to Editors

To schedule an interview, please contact the Marcom team.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital television and IPTV networks. The company provides equipment and network intelligence systems to television broadcasters for the management and monitoring of quality of service and quality of experience. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe.

Pixelmetrix clientele include CNN/Turner Networks, Viacom, Fox, CBS, ESPN, Disney, Univision, Telefutura, USDTV, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfecTV! Japan, British Telecom, Canal+ and Télédiffusion de France.

Pixelmetrix has been conferred the Peter Wayne Award for Best Design and Innovation IBC 2000, the STAR 2000 and 2004 Superior Technology Awards from TV Technology Magazine, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, Broadcast Engineering publication Pick Hit Award 2005 as well as the BIRTV Product of the Year Award 2006.

The terms Preventive Monitoring, DVStation, DVStation-Remote, DVStation-Pod, DVStation-IP3, DVStation Mini, DVStor, DVStorIP, DVStorIP-Gen, DVShift, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, Video Validator and VISUALmpeg are trademarks of Pixelmetrix Corporation.

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

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