Company Introduction

Pixelmetrix Corporation

CORPORATE MISSION

Pixelmetrix provides tools and network intelligence systems to both new-paradigm and traditional television operators which smooth their transition to digital broadcasting while enabling them to offer complex, multi-channel programming with minimal overhead.

As the broadcast, telecom and internet industries and technologies converge, our tools leverage the experience and strengths of each industry to deliver innovative solutions which directly impact our customers' business results.

GLOBAL PLAYER

Pixelmetrix enjoys an equal distribution of customers around the world's geographic regions. We have our products deployed on all seven continents, including Antarctica.

Pixelmetrix clientele include CNN/Turner Networks, Viacom, Fox, CBS, ESPN, Disney, Univision, Telefutura, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfecTV! Japan, British Telecom, Canal+, Towercast, AT&T, Verizon, Telus, NTT, Rai Way, Virgin Media and many more.

PRODUCT LINES

Pixelmetrix has three major product lines to assist operators in their quest for quality:

- DVStation Series Monitoring Platform
- DVStor & DVShift Compliance Series
- DVStation-IP^3 IPTV Monitoring Platform
- ECP - Electronic Couch Potato
- Consolidator series of Network Management software
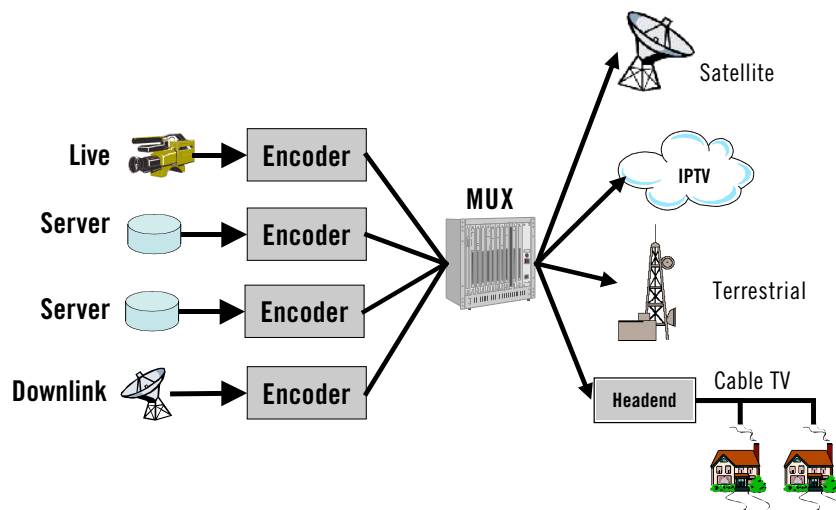
MARKET SEGMENTS

Today, Pixelmetrix is successful in six different industry segments – all involved in the delivery of media content to consumers.

Content Providers include current customers such as CNN, Disney, EPSN, The Golf Channel™, etc. These companies create bundles of content for worldwide redistribution by satellite and cable TV operators.

Terrestrial TV Operators transmit over-the-air to viewers with rooftop or *rabbit ear* antennas. Terrestrial broadcasters are under tremendous pressure as governments around the world enforce termination of analog broadcasting in favor of more bandwidth efficient digital broadcasting. Pixelmetrix counts CBS, Fox, PBS, NHK, RAI among its clients.

Cable TV Operators, rising to importance over the last 20 years, are also modernizing their network to support digital television. Additionally, they are in a race against telecom operators to offer *triple-play* – voice, video and internet. Pixelmetrix customers include Comcast, Time-Warner, Foxtel, Telstra, Kabel Deutschland and Nanjing Cable.

Satellite Operators own and operate fleets of satellites and sell capacity to telecom and broadcast operators. Pixelmetrix customers include the world's largest operator, SES-Astra, in addition to Eutelsat, Hispasat, APT, Optus, NTT and SARFT.

DTH Operators provide *direct-to-home* broadcasting via small home mounted satellite dishes. They include Airtel, DirecTV, Canal+, SKYPerfectTV, Foxtel, Reliance and Astra.

IPTV Operators are the latest entrants to television. Typically a telco or ISP, IPTV delivers multi-channel television and perhaps also video on demand over xDSL copper lines or newer fiber lines.

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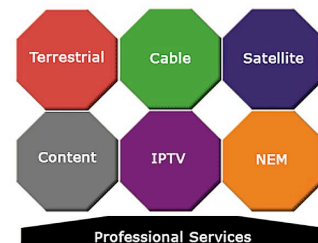
Multi-Dimensional Monitoring

To assist operators facing several changes, Pixelmetrix offers a series of modular tools and systems to assist companies in deploying, operating and managing new broadcast technology in the world of convergence.

Obtaining adequate Broadcast Intelligence is the secret. Understanding the full picture requires data collection, analysis and correlation on three axis: geography, protocol layer and time.
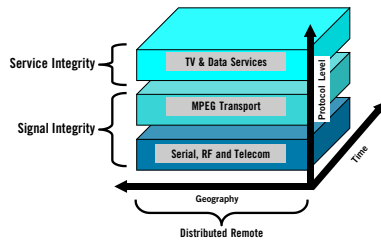
Successful operators will maximize their viewers' *Quality of Experience*, hence requiring them to confirm and validate program content from the ingress point to their network, to as close to the viewer as possible. Only this way can operators insulate viewers from incidents of system failure, incorrect programs, loss of picture and loss of audio.

Inspection with "human eyes" is one solution, but is inadequate – it might be possible to find picture problems through visual inspection but pinpointing which piece of equipment has failed, is impossible.

Network test and monitoring techniques must be used. Pixelmetrix is in the unique position to provide truly end-to-end telemetry and visibility.

Multiple Award Winning Technology

The Pixelmetrix suite of quality assurance solutions are featured as the Emmy® Award winning DVStation, DVStation-Mini, DVStation-Remote, DVStation-Pod, DVStation-IP3, DVStor, IPGen, DVShift, DVProbe-C, DVProbe-S2, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, Consolidator and ConsolidatorPlus. These are trademarks of Pixelmetrix Corporation.

Pixelmetrix has been conferred the Frost & Sullivan Industrial Technologies Award 2009, C+T Technology Development Award 2009, Engineering & Technology Emmy® Award 2007, Broadcast Engineering publication Pick Hit Award 2005 and 2008, TV Technology publication STAR Awards (Superior Technology Award Recipient) 2000, 2004 and 2007, BIRTV Product of the Year Award 2006, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, as well as the Peter Wayne Award 2000, for Best Design and Innovation.

Global Offices

Pixelmetrix is headquartered in Singapore, where the management, design and manufacturing of the products and solutions that we provide is based. Pixelmetrix also counts with Sales offices in the United States and Switzerland as well as a newly opened (November 2010) Technical Support office in Barcelona in order to address more efficiently all the support issues originated from our customers in Europe and Latin America.

Support Structure

All Pixelmetrix products are shipped with a 1-year full Warranty coverage for Hardware and Software issues. There are options to expand the Warranty coverage to multiple years in which case the benefits are clear.

For the Hardware part, being under a valid Support and Maintenance contract means that the customer doesn't need to worry about delays, costs and logistics: whatever the fault or urgency, Pixelmetrix will respond and provide a solution that fits the customer's needs. There is a standard repair or replacement program (RMA) for faulty equipment with a best-effort to ship back the repaired part under 14 days and an Advanced Replacement (RMA) for critical systems and high-profile customers with a best-effort to ship advanced replacements under 7 days. At our technical office in Barcelona, we also provide spare parts and equipment that can be loaned to customers with urgent needs.

Regarding the Software Maintenance programs, being under a valid contract is about making a safe long-term investment with continuous software enhancements and new features access. There are regular major and minor software releases that update and upgrade the functionality of the DVStation monitoring platform. Over the last 18 months, there have been 11 new public releases with over 70 new and enhanced features as well as added functionalities and over 60 software fixes.

Key Customers

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