

FOR IMMEDIATE RELEASE

Press Release

Pixelmetrix and KDD Media to jointly market VP Series Picture Quality Analyzer

Pixelmetrix Corporation has been appointed by KDD Media Will of Tokyo, Japan as marketing and promotion partner for the VP2000 Series Picture Quality Analyzer.

The VP2000 Series Picture Quality Analyzer provide real-time objective quality evaluation of video picture quality. Source-independent and monitoring all types of content, the VP2000 utilizes a sophisticated "Three Layer, Bottom-Up Noise Weighting Model" to provide a running visual indication of video picture quality. Results are displayed as percent distortion using the DSCQS (Double Stimulus, Continuous Quality Scale) distortion scale as standardized by the ITU-R in Recommendation 500-7.

The VP2000 is available in two versions: the VP2000S for standard definition television, and the VP2000H for high definition television.

The HDTV picture quality testing capability of the VP2000H especially will be helpful for evaluating ATSC CODEC performance, as well as tuning compression parameters and evaluating equipment before purchase.

"Certainly MPEG-2 transmission provides more channels and features over the same bandwidth, but maintaining quality amongst the complexity will be a real challenge", says Danny Wilson, president of Pixelmetrix. Takahiro Hamada, president of KDD Media Will, added that "We are excited to work with Pixelmetrix for the US launch of the VP2000 at NAB2000 in Las Vegas". The company will be displaying the Quality Analysis System at the Pixelmetrix exhibit (booth #L206).

For more information about Pixelmetrix' role in enabling the transition to digital television, please visit our homepage at <http://www.pixelmetrix.com>.

About KDD Media Will

KDD Media Will Corporation was founded on August 12, 1999 as the first venture enterprise established under KDD Corporation's in-house venture system. Based on more than 30 years of research and development on picture compression technologies by KDD Research and Development Laboratories, KDD Media Will Corporation is now engaged in the research and development, manufacturing and marketing of digital image products, as well as the provision of various solutions in the field.

KDD's first key product, the VP2000 series, has been received favorably by our customers. Users of this image analysis device continue to increase in numbers.

KDD Media Will Corporation is based in Tokyo, Japan.

About Pixelmetrix

Pixelmetrix Corporation is a start-up company focused on providing specialized instruments to the digital video broadcast industry to enable a smoother transition to digital broadcasting.

DVStation, Pixelmetrix first product, is targeted to assist digital video and network operators to quickly identify and isolate errors throughout the video transmission chain. Pixelmetrix has achieved an industry-first with DVStation in providing a modular, expandable, multi-layer system that can simultaneously monitor on 21 ports. Deploying and managing digital video transmission networks is a new challenge requiring new techniques and technologies. Success requires the application of telecom network management and test techniques. Pixelmetrix employs experts in telecom, broadcasting, and the internet and combines their strengths to design innovative solutions for the new digital video networks.

Danny Wilson is founder and president of Pixelmetrix. While at Hewlett-Packard, Mr Wilson was responsible for introducing the world's first ATM Test System that accelerated the development of ATM networks. It has since become the industry standard test system in the telecommunications world. Previously, Mr Wilson led the development of the world's first 6-port network monitoring system which was accepted and standardized by Japan's network operator, NTT.

Pixelmetrix is a privately held corporation based in Singapore.

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