
News Release

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For Immediate Release

Another first from Pixelmetrix. DPI Auditor – the world’s first Digital Program Insertion monitoring and verification tool

IBC, Amsterdam, September 2004, booth #1.330– Pixelmetrix is happy to announce full support for the new standard for Digital Program Insertion (DPI) - ANSI/SCTE 35 2001. In addition to Pixelmetrix’s many innovative and award-winning products that contributed in shaping the broadcast industry, the company believes that the new DPI Auditor is the world’s first that allow broadcasters to monitor and as the name implies, audit the accuracy of Digital Program Insertion.

Traditional insertion techniques that used analog cue tones or DTMF tones are no longer viable as Program Insertion technology progresses to involve digital, compressed transmission of television, radio, and multi-media services. This technological advancement coupled with the importance of advertising as a revenue source has made it crucial for a flexible system that is capable of keeping up with the evolution of DPI.

Pixelmetrix has closely followed the development of the DPI technology and standards and is proud to announce full support for DPI on two tiers – a built-in function for the standard DVStation and DPI Auditor, a separate DPI analysis application with enhanced features. The application is built based on the new standard, ANSI/SCTE 35 2001 (formerly known as DVS-253 and also known as ITU-T J.181).

Version 4.0 of the standard DVStation software displays and decodes DPI messages. This comes as part of the software upgrade for DVStation and is available to all new and existing customers at no extra charge.

The DPI Auditor on the other hand, boasts a range of logging and reporting capabilities and is capable of a host of features including incoming splice message validation, online logging of all messages, capturing incoming and outgoing transport stream upon splice message arrival, offline confirmation of splice and content, alarms on arrival of user selectable tables or fields, long-term storage of logs, search and retrieval capabilities, and generation of reports.

In line with the company’s strategy for continuous innovation, the DPI Auditor will be updated regularly in accordance to customer feedback and market requirements.

The DPI Auditor is also supported on DVStation-Remote and DVStation-IP to provide real time performance analysis of RF and IP respectively, MPEG-2 Transport Stream and Program Insertion for a total preventive monitoring solution.

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 customers include CNN, CBS, Disney, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfectTV! Japan, British Telecom, 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 and 2004 Superior Technology Award from TV Technology Magazine, and recipient of a Cable-Satellite/Mediacast Product of the Year Award in 2003 and 2004. For more information, visit www.pixelmetrix.com.

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

The terms Preventive Monitoring, DVStation, DVStation-Remote, DVStation-Pod, DVStation-IP, DVStor, DVShift, DVScope, and DPI Auditor are trademarks of Pixelmetrix Corporation.

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