
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 2005, Booth 1.570 – 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 **HEMS**®, DiviTech’s dynamic headend management and scheduling platform which provides among others platform-wide service-oriented network management system (NMS). 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 operator’s 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 **HEMS** 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.

“The Service-oriented approach is our grounding philosophy for DiviTech’s **HEMS**. We believe what matters to the Customer when an error occurs is to be able to identify which services are affected, not just the cause of the error. Thus, we design **HEMS** not only to automatically detect potential errors but also to display which services are affected at what severity level and back-track the error across the platform. This is only possible because **HEMS** fully understands the customer’s network topology, service flows

and equipment configuration. Furthermore, **HEMS** can also perform configuration verification and activation of service configuration change across the platform from a single point. 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.

He concluded, "Using Pixelmetrix's DVStation and DiviTech's **HEMS's** intelligent platform-wide service-oriented NMS, clients can finally take on a dynamic, truly service-oriented approach with end-to-end surveillance."

About DVStation Products

The award-winning DVStation family of products by Pixelmetrix is used 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. DVStation is the most advanced Preventive Monitoring solution available today. When signal and content integrity is essential for business success, DVStation is the only logical solution.

The DVStation family is available as DVStation, DVStation-Remote, DVStation-Pod, DVStation-IP, DVShift, DVShift-HD, and DVStor.

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.

Pixelmetrix 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, recipient of a Cable-Satellite/Mediacast Product of the Year Award in 2003 and 2004, and winner of Broadcast Engineering magazine's Pick Hit Award 2005. For more information about Pixelmetrix, please email info@pixelmetrix.com or visit www.pixelmetrix.com

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

About DiviTech

DiviTech specializes in dynamic headend management and scheduling under product name **HEMS®**. **Another flagship product called Sigul® is** probably the most versatile PSI/SI & EPG Management System available in the market.

HEMS offers integrated, vendor-independent platform wide Scheduling and Synchronisation, Service-oriented NMS, Bandwidth Management, CA Management and other advanced platform management features. **Sigul** PSI/SI & EPG Management capability is suitable for any network size and complexity and handles both static and dynamic PSI/SI.

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

DiviTech's worldwide clients have already experienced the ease of meeting the challenge for rapid changes, and are enjoying the benefits of improved platform-wide control and quicker turn-around time in introducing new marketing services.

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

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