
News Release

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For Immediate Release

Pixelmetrix introduces its enhanced DVShift, featuring a Time-Shift Solution for Rebroadcast & Fail-safe Back-up

IBC Amsterdam, September 11, 2009 – Pixelmetrix, the global expert in Preventive Monitoring for digital television and IPTV networks, is presenting its new version of the DVShift at IBC this week, at booth 1B24.

The new DVShift is designed as a time-shifting solution for rebroadcast scenarios in the compressed media domain. With the capability to edit or replace content lined up for broadcast, the DVShift can be used for content replacement without the need for expensive editors or automation equipment.

“The world is getting smaller and the global migration of people has never been greater. In that context, operators can tap lucrative new markets by offering focused native language content to specific populations or ethnic groups. The DVShift, with its time-shift and content replacement technology, provides the most direct and inexpensive way for broadcasters to do that,” said Danny Wilson, President and CEO of Pixelmetrix.

The DVShift also features innovative logo-insertion, allowing broadcasters to repurpose content without the need to resort to SDI conversion. The cost-effective DVShift can also be used as a fail-safe back-up for more expensive time-shifting solutions currently deployed.

Other highlights at the booth include a slew of other newly launched products featuring the **DVStation-Mini² DVB-T**, a full-featured monitoring probe; **DVStation-Mini² QAM** for RF fidelity and TS integrity; **TSP120** for H.264 and in-depth TS analysis; **DVProbe-S2** for comprehensive satellite network monitoring as well as the **DVStor²** TS archiving. Also showcased are the **Electronic Couch Potato[™] (ECP)** for remote viewer quality monitoring and the **EndGame[™]** end-to-end IPTV monitoring solution.

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.

The IBC show will be held from September 11 to 15 at the RAI Amsterdam.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital, cable 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 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, Consolidator Engine, VISUALmpeg and VISUALmpeg Qualify. These are trademarks of Pixelmetrix Corporation.

Pixelmetrix clientele include CNN/Turner Networks, Viacom, Fox, CBS, ESPN, Disney, Univision, Telefutera, USDTV, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfectTV! Japan, British Telecom, Canal+, Towercast, AT&T, Verizon, Telus, NTT and more.

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.

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