
News Release

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For Immediate Release

Pixelmetrix to demonstrate PSIP Compliance Monitoring at NAB 2004

Preventive Monitoring for U.S. Terrestrial Broadcasters

NAB, Las Vegas, April 2004, Central Hall 4, booth #C9146 - Pixelmetrix, the global expert in Preventive Monitoring for digital television networks, will demonstrate a PSIP compliance monitoring for its DVStation monitoring platform at NAB 2004. When used in conjunction with either the SMPTE-310, ASI, or 8VSB RF interfaces, the functionality provides terrestrial operators and cable head-ends a reliable and cost effective insurance policy against non-compliant broadcasts.

PSIP – the Program and System Information Protocol – as specified by the ATSC is a complex set of information transmitted within a digital TV multiplex which specifies the overall structure of the program multiplex, the location and format of services, the channel structure, as well as information describing the names, times, and descriptions of specific programs. This information is used by a set top box to locate and tune to the specific channels as well as build up an electronic program guide (EPG).

While correctly formatted PSIP is essential for the set top box to receive and correctly decode the digital TV transmission, the syntax and format of PSIP itself is tremendously complex. Since mistakes in the construction of the PSIP could virtually put a broadcaster off the air, the stakes are very high.

In effect, the transition to digital broadcasting has rendered traditional monitoring through visual inspection of CRT screens ineffective and obsolete. "Our DVStation monitoring platform provides broadcasters with advanced new tools which can insure the signal quality and content integrity of over-the-air digital television broadcasts," said Danny Wilson, President and CEO of Pixelmetrix Corporation. "We want a new generation of digital broadcasters to become acquainted with a new generation of broadcast monitoring technology."

DVStation allows operators to measure 8VSB modulation quality, monitor the MPEG-2 transport stream, PSIP compliance, and validate program content. A graphical display uses color coding to highlight actual abnormal behavior.

Unattended monitoring of RF, modulation and transport stream parameters can be accomplished through user-defined alarms. DVStation's alarm sub-system can trigger actions that include simple log entries, audible alerts, SNMP traps, contact closures, and transport stream recording (96MB) with internal playback. Other user programmable actions can include email or pager notification.

This powerful combination of real-time signal measurements, highly-descriptive visualization of complex information via graphical display, and pre-configured alarm thresholds make DVStation an ideal troubleshooting tool for digital broadcasters.

DVStation is also cost effective, both in terms of purchase price and in operating and training resources. A single channel DVStation costs as little as \$11,000. Because DVStation can be expanded with modules as the operator's needs change, it is the lowest cost per stream solution available on the market today. To assemble the same monitoring capability with competitive products, the user would have to purchase several costly standalone components at more than double the DVStation base price. Even then, the elegant reporting and alert functions integrated into the DVStation system would be missed.

Operations and staff training costs are also reduced by designating a single, self-contained device to control and monitor the entire broadcast chain. The learning curve is reduced, since staffers need only to master a single, easy-to-understand GUI display for system-wide health reporting. When trouble arises, the on-board ability of DVStation to record and play transport streams eliminates the need for outboard test gear to interpret many conditions.

"DVStation takes a holistic approach to achieve its Preventive Monitoring solution for terrestrial broadcasters," Wilson added. "Rather than monitor specific signal types with standalone devices from various manufacturers, a single, user-configurable real-time component with outstanding graphical display and alert capability offers greater simplicity, reliability, cost savings and ease-of-use. It was the goal of Pixelmetrix to design a unique system from the ground up to acquire, process and present network data in the clearest, most accessible way.

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 Superior Technology Award from TV Technology Magazine, and recipient of a Cable-Satellite/Mediacast Product of the Year Award in 2003. 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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