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## News Release

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For Immediate Release

# Pixelmetrix Electronic Couch Potato™ (ECP™) - Now Shipping!

**IBC 2008, Amsterdam, September 12, 2008** – Pixelmetrix, the global expert in Preventive Monitoring for digital television and IPTV networks, is now shipping its Electronic Couch Potato™ (ECP™). Demonstrations are available at Pixelmetrix Booth 1C39.

The Pixelmetrix Electronic Couch Potato™ (ECP™) is an after the network probe that measures and reports the end-users' experience for delivered video services. Collecting telemetry from multiple ECPs™ distributed across a wide network and presenting it effectively is essential to the value proposition of the product. A central management console, the ECP Consolidator™ works in tandem with a collection of ECPs™. The ECP Consolidator™ enables service providers to understand their end-users' Quality of Experience across a geographically distributed delivery chain.

"Our ECP™ entirely changes how television networks are monitored and information is extracted. It is the final link in end-to-end quality assurance tools and a critical component of the EndGame, the quality management solution for IPTV. Cool name aside, to date, we have seen a tremendous interest in this unique and innovative product," said Danny Wilson, Pixelmetrix President & CEO.

One major highlight of the ECP™ is its telepresence feature, which allows remote monitoring of the audio and video output of the STB. This is achieved by encoding the audio and video signals and streaming them back to the central site. In addition, numerous measurements and parameters for QoE and QoS are reported. This facilitates a close audit of what is really going on 'out there'.

Highlights at the booth also include the new VISUALmpeg Qualify™ that provides static file-based video and audio analysis for VOD content, DVStation-Mini DVB-T that offers affordable RF and TS measurements and analysis and many more.

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.

IBC is held from September 12 to 16 at the RAI Convention Centre, Amsterdam.

**Note to Editors:**

To schedule an interview with Danny Wilson, please contact the Marcom team.

**About DVStation Products**

The Emmy® award winning DVStation product family 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<sup>3</sup>, DVStation-Mini, DVShift, DVShift-HD, DVStor, DVStorIP-Gen and DVProbe-C.

**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-IP<sup>3</sup>, DVStor, IPGen, DVShift, DVProbe-C, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, VISUALmpeg and VISUALmpeg Qualify. These are trademarks of Pixelmetrix Corporation.

Pixelmetrix clientele include CNN/Turner Networks, Viacom, Fox, CBS, ESPN, Disney, Univision, Telefutura, 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 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](http://www.pixelmetrix.com) or email queries to [info@pixelmetrix.com](mailto:info@pixelmetrix.com).

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