
News Release

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Pixelmetrix Expands Sales Organization to Market DVStation in the United States

Ft. Lauderdale, Florida (Oct. 10, 2001) Pixelmetrix Corporation, the global leader in preventative monitoring for digital networks, has launched a new sales organization in the United States to market its premiere product line, DVStation*.

DVStation is the most advanced guardian available to continuously monitor the quality of digital signals on broadcast, satellite and telecom networks. Its advanced preventative monitoring technology offers insurance against the perils of catastrophic network failure.

“With the rapid deployment of digital networks within the United States, engineering maintenance challenges have become vastly more complex. We feel the time is right to offer North American facilities a new test tool that’s unprecedented in its ability to isolate and warn in advance of problems in the video transmission chain,” said Danny Wilson, President and CEO of Pixelmetrix. “That new tool is DVStation, a solid, mature product now proven at installations around the globe.”

Leading the new Pixelmetrix North American sales organization is Philip M. Dubs, a veteran broadcast equipment executive and SBE-certified video engineer, who most recently managed east coast sales for Odetics Broadcast. Prior to that, Dubs was a founding director of GEMS International Television.

“Phil Dubs brings to Pixelmetrix the deep engineering roots of a U.S. broadcast industry veteran,” said Wilson. “Customers can be assured they are dealing with someone who will be responsive to their needs because he’s been in their shoes. We are delighted to welcome Phil Dubs to Pixelmetrix.”

Phil Dubs said he was attracted to Pixelmetrix because the company has the right product at the right time. “We are excited to introduce the DVStation to network operators in the United States,” Dubs said. “There is no other product quite like it. DVStation can monitor thousands of points within hundreds of digital television signals – all in real time, all simultaneously, all continuously and all from one self-contained box. That’s a remarkable engineering feat!”

Early demos of DVStation have generated excitement, Dubs said. “It’s a very logical and user-friendly device. If a preset threshold in your signal moves out of range, DVStation sends a warning before system failure brings the network down. If a service parameter -- such as language or subtitles -- becomes misconfigured, DVStation's On-Air Service Content Validation feature lets you know. It can be easily adapted to the requirements of any facility.”

Engineering personnel have found DVStation’s ability to supply complex analysis to non-technical workers a major asset. “We can reduce warnings to a ‘red light, green light’ situation,” Dubs continued. “But we also generate a comprehensive log that clearly explains which system threshold deviated from the norm. That’s a big help in modern facilities where engineers may not be on-duty around the clock.”

Pixelmetrix will supply local service, parts and engineering support to its U.S. customers, assured Wilson, who before leading Pixelmetrix acquired 15 years experience in Canada with Hewlett-Packard in the specialty of telecom protocol testing and network management.

Demonstrations of DVStation will be available at the 143rd SMPTE Technical Conference and Exhibition at the Hilton New York in New York City, Nov. 4-7. Pixelmetrix will be at Booth # 158.

About DVStation™

DVStation by Pixelmetrix is an award-winning, multi-port system for monitoring the quality and performance of digital networks. Through a unique set of plug-in modules and powerful parallel processing capability, DVStation is the only all-in-one solution that can monitor a signal path from studio to transmission. The operator sets the monitoring thresholds and alert methods for the entire network from a single location. DVStation will signal if there's trouble, with alerts delivered remotely over a corporate LAN, the Internet or even to a pager. If signal and service integrity is essential for the success of a business, DVStation is the most advanced preventative monitoring solution available today.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in preventative monitoring for digital networks. The company provides equipment and network intelligence systems to digital broadcasters and telecom operators for management and monitoring of broadcast quality of service. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe. Pixelmetrix customers include CNN, CBS, Disney, HBO, International Broadcasting Bureau, KPBS, NTL, Sky PerfectTV

Japan, and Télédiffusion de France. It is the winner of the Peter Wayne Award for Best Design and Innovation IBC 2000, and Winner of the STAR 2000 Superior Technology Award -TV-Technology Magazine. For more information, visit www.pixelmetrix.com

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

*DVStation is a trademark of the Pixelmetrix Corporation.

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