
News Release

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For Immediate Release

Pixelmetrix brings Viewer Experience Monitoring solutions to NAB 2008

NAB Las Vegas, April 14, 2008 – Pixelmetrix, the global expert in Preventive Monitoring for digital television and IPTV networks, will feature its Electronic Couch Potato™ (ECP) and ECP Consolidator™ as part of the Viewer Experience Monitoring demo, at Booth SU12105.

The Electronic Couch Potato™ stands out with its ability to emulate the end-user changing channels on a Set Top Box via a built-in infrared (IR) control transmitter. Service plan verification, channel switching and recording measurements on service quality for each channel to be reported to a central management console, equips the service provider with an in-depth knowledge of the end-user's experience. Most importantly, it helps to check whether the channels that the ECP scans are actually available in the first place.

"The Electronic Couch Potato™ is designed to monitor the true customer viewing experience by providing measurements from the end point of the content delivery chain. The ECP™ connects after the Set Top Box (STB) and provides feedback on various service quality parameters to a central site," said Danny Wilson, President and CEO of Pixelmetrix.

The ECP™ takes the raw audio-video output of the STB as its input to make parameter measurements. It utilizes the decoded signal from a consumer-graded STB to make a complete and true evaluation of the end-user's QoE.

Highlights at the booth include Pixelmetrix end-to-end monitoring solutions and emerging video over IP transmission monitoring solutions featuring the Emmy® Award winning DVStation-210, Electronic Couch Potato™ (ECP) and ECP Consolidator™, DVStation-Remote, DVStation-IP³, DVStorIP-Gen, DVStor, DVProbe-C, VISUALmpeg Qualify, ATSC Transport Stream Compliance Verification software and DVB-S.2 ASLF.

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 NAB exhibition will be held from April 14 to 17 at the Las Vegas Convention Center, Las Vegas, Nevada, USA.

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-IP³, 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 television 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 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 Engineering & Technology Emmy® Award 2007, TV Technology publication STAR Awards (Superior Technology Award Recipient) 2000, 2004 and 2007, BIRTV Product of the Year Award 2006, Broadcast Engineering publication Pick Hit Award 2005, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, as well as the Peter Wayne Award 2000, for Best Design and Innovation.

The terms Preventive Monitoring, DVStation, DVStation Mini, DVStation-Remote, DVStation-Pod, DVStation-IP³, DVStor, DVStorIP-Gen, DVShift, DVProbe-C, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, VISUALmpeg and VISUALmpeg Qualify are trademarks of Pixelmetrix Corporation.

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