



First Media - Gold Sponsor of TELCO TV 2010, Las Vegas, Nevada

Dallas (Texas) – October 25, 2010: First Media, a leading provider of innovative Solutions for multi-screen video QoE Monitoring and Management, is proud to be associated as a Gold Sponsor of Telco TV 2010, 9th Annual Conference & Expo.

First Media will be showcasing its complete solutions for monitoring and management of end to end multi-screen video delivery platform.

Our **Xpertis™** family of products that provide real-time, end-to-end, video QoE management capability over IP based multi – screen network.

Our **IPrecitas™** family of products provides capability to measure, verify, and analyze video quality over broadcast/cable/DTH delivery platforms.

Our **Mapan™** family of products provide test & measurement capabilities that a multi-screen service provider needs in the field deployments.

First Media will also be speaking at the **Quality Assurance in the Multi-Screen World** during the conference. First Media will be located at booth #621 in the exhibition floor.

For more information, please contact:

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About First Media

First Media is a *technology innovation company*, with a special focus on Quality of Experience (QoE) Management for multi-play service providers. Using *Subscriber Viewing Experience (SVE)* model, an intellectual property of our own, we provide a range of products and solutions for IPTV Service Providers, Mobile TV Service Providers, Cable TV Service Providers, Satellite TV Service Providers and Broadcasters.