



## First Media – Finalist at 2010 TelcoTV Vision Awards

Dallas (Texas) –November 04, 2010: First Media, a leading provider of innovative Solutions for multi–screen video QoE Monitoring and Management, is proud to announce that its product suite is a finalist at the prestigious 2010 TelcoTV Vision Awards.

Our **Xpertis™** family of products that provide real-time, end-to-end, QoE management capability over IP based multi-screen network is a finalist in the ‘Test and Measurement’ Category.

The award winners will be announced before an audience of ecosystem partners, service providers, analysts, technology and business press at TelcoTV 2010 on Wednesday, November 10, 2010, at 12:30 p.m. in room Titian 2304 at the Venetian in Las Vegas. The awards are given annually to deserving products displaying great leadership and unique innovation.

First Media's **End-To-End QOE monitoring and management solution for multi-screen video delivery platforms**, which is nominated for this year’s awards is industry's most comprehensive solution covering Head-End, Core Network, Aggregation network, Access Network, and Customer Premises to measure Quality at Transaction, Transport Stream and Content layers.

“Proactively monitoring video quality being delivered to multiple screens via various delivery channels such as IPTV, Mobile TV, and Broadband Wireless, with an ability to access uniform, correlated view of quality ratings of multi screens on a single system, decreases operation expenses and increases customer satisfaction & revenue” says Mani Subramanian, CEO, First Media.

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.