



First Media – Finalist at 2011 TelcoTV Vision Awards

Dallas (Texas) –October 24, 2011: First Media, a leading provider of innovative Solutions for multi-screen video QoE Monitoring and Management, is proud to announce that two of its product suites are finalists at the prestigious 2011 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.

Mapan Diag™ a field technician’s tool that provides quick pass – fail results for the complexities involved in an IPTV provisioning and maintenance system is also a finalist at this year’s Vision Awards 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 2011 on Wednesday, October 26, 2011 at the Morial Convention Center in New Orleans, LA. 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 Xpertis™**, 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.

Capable of **testing video quality upstream from the CPE to the Telco gateway Mapan Diag™** our other finalist at this year’s prestigious award’s enables technicians to verify and analyze video degradations, identify source of impairments and resolve trouble tickets more efficiently.

“Subscribers believe their quest for immense, accessible and good quality content will end soon with service providers gearing up to deliver video over the top. With wide screen smart phones and tablet PC’s making an entry, video has truly become multi-platform. First Media’s end-to-end video QOE monitoring solution Xpertis™ will play an essential role in delivering the expected video quality to the subscribers, decrease operation expenses and increases customer satisfaction & revenue. Mapan will further enhance these additional revenue generating capabilities by reducing install and break fix time by over 60% and improving an unquantifiable measure – customer satisfaction!” says Mani Subramanian, CEO, First Media.

First Media will be located at booth #652 in the exhibition floor.

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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.