

New Orleans, LA – October 26, 2011



WITBE HONORED WITH INNOVATION AWARD FROM TELCOTV 2011

New Orleans, LA, Witbe's next generation QoE monitoring technology for N-screen video has won the TelcoTV 2011 award for best "Test & Measurement Innovation".

For the first time, a unique solution is able to give a 360° view on Quality of Experience delivered on any kind of network (Internet/OTT, Cable, Satellite, DSL, fiber, wireless ...) through all new users terminals: Television, Tablet, PC, smartphone, Xbox. Through a direct monitoring at transaction level, it is now possible to control strategic services: launch Apps, TV Guide, schedule DVR recordings, browse through menus, watch live and on-demand content. Witbe customers now have real-time answers, and KPI trending reports on their Services:

- Level of availability of the services: App crashes, bad performance, error messages, no video (Black screens, frozen pictures, error screens), no audio
- Level of performance and sustainability, optimization analysis, benchmark with other best in class services
- Level of quality, like a real user could see: Video Quality based on real on-screen visual quality and artifact analysis (blockiness, jerkiness, bluriness), audio Quality such as loudness, saturation, silences, audio bandwidth.

Witbe allows Service Providers to measure and control, and not just guess from equipment or network metrics, the real user experience they provide to their customers. This helps Service Providers optimize the different kind of issues that may affect their subscribers: from video sources & encoding, transport over multiple networks, conditional access server, adaptive bit rates, decoding ... until the customer's device applications.

"Being judged worthy of a TelcoTV Vision Award demonstrates a commitment to quality and an impressive level of performance," Joseph Braue, EVP and Group Director of UBM TechWeb's Light Reading Communications Network, which co-produces the event with the National Telecommunications Cooperative Association. *"Witbe QoE monitoring technology made a strong impression with the judges who considered a record number of entries this year. We extend our congratulations for their achievement."*

"We are very proud and honored to receive this Award which acknowledges more than 10 years of development, evangelization on the importance of the user experience and the new QoE management paradigm. Quality is no longer an option" said Jean-Michel Planche, co-founder and Chairman of Witbe.

ABOUT TELCOTV

TelcoTV, the largest video conference and expo focused on the U.S. service provider market, today announced the winners of the fourth annual TelcoTV Vision Awards. The awards were presented earlier today at the conference General Sessions, which were streamed live from the Morial Convention Center in New Orleans. A distinguished panel of industry executives and analysts selected the winning technologies for demonstrating outstanding innovation and industry leadership.

ABOUT WITBE

WITBE is the market leader in multi-screen video QoE test and monitoring post-customer device (STB, smartphone, tablet, home gateway, connected TV).

Its Unified Quality Management System is based on measuring the Quality of Experience (QoE) delivered to users and its correlation with Quality of Service (QoS) and business data. It provides organizations with a true quality assessment based on relevant and consolidated data that fulfills the specific requirements of all entities:

Businesses, IS management, Performance Managers, Engineering, Support Services.

Witbe supports its customers in more than 35 countries.