

Witbe
ANGA COM 2024 Exhibitor Preview
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Cologne, Germany
Hall 7, Stand C45



Witbe to Boost Video Testing and Monitoring Technology With Automated Testing Bundles at ANGA COM 2024

At ANGA COM 2024, Witbe will highlight its powerful automated testing and proactive monitoring technology. The company will demonstrate the benefits of its hardware and software solutions for cable and broadband video service providers looking to measure their customers' true quality of experience (QoE). A key highlight will be Witbe's new Automated Testing Bundles, personalized from the company's extensive experience working with service providers to help teams easily automate their video service testing.

"I am very excited to bring our latest technology to ANGA COM this year," said Yoann Hinard, chief operations officer at Witbe. "Video service providers worldwide have come to rely on the Witbe Software Suite to monitor and test their cable TV and streaming services. Our new Automated Testing Bundles enable teams to quickly deploy automation into their testing strategies to deliver superior quality streaming."

Automated Testing Bundles

Witbe's technology tests and monitors video services on real devices and networks, allowing service providers to measure the exact QoE their viewers receive at home and on the go. At ANGA COM 2024, Witbe will spotlight its new Automated Testing Bundles, which come prepackaged with everything providers need to implement automation into their video testing. The bundles are standardized to deploy in record time.

Witbe's Automated Testing Bundles include a Witbox, the company's hardware that allows video service providers to directly test any real device they have, along with a Witbe Hub Cloud to work remotely, and a set number of test scenarios that can be quickly deployed. There are three different tiers of bundles available, allowing teams to pick how many test scenarios they would like to begin running right away. With these new Automated Testing Bundles, Witbe's award-winning technology is easier to deploy than ever before.

Photo Link: www.202comms.com/Witbe/QA_Test_Automation.jpg

Photo Caption: Witbe's new Automated Testing Bundles come with preset test scenarios ready to be deployed immediately.

Other Witbe Highlights at ANGA COM 2024 Will Include:

ABR Stream Analysis Technology

Witbe's new ABR Stream Analysis technology enhances the powerful monitoring capabilities of the company's award-winning Witbox⁺, offering service providers additional data on how their users' experiences are affected by the Adaptive Bitrate (ABR) stream. The technology is available either as a software addition to the Witbox⁺ or as a separate dedicated device in the

Witbox^{ABR}. The Witbox^{ABR} allows teams to perform their network tests at scale, along with monitoring for CDN errors and SCTE-35 ad cues.

Photo Link: www.202comms.com/Witbe/Witbe_Remote_Eye_Controller_Mosaic.png

Photo Caption: Witbe's ABR Stream Analysis technology monitors for errors on the network side of a video stream.

Ad Monitoring and Matching Technology

Witbe's Ad Monitoring and Matching technology helps providers identify streaming errors caused by dynamic ad insertion. The technology delivers accurate reports on the most important key performance indicators (KPIs) for streaming ads, including common ad errors like black screens, audio cuts, crashed streams, and issues when returning to the main content. Available now, Witbe's Ad Matching feature can also verify when a specific ad is played throughout a stream and how it performed.

Photo Link: www.202comms.com/Witbe/Ad_Monitoring_Matching_technology.jpg

Photo Caption: Witbe's Ad Monitoring and Matching technology identifies streaming errors caused by dynamic ad insertion.

The Complete Witbox Lineup

Witbe's Witbox family of devices packs the company's reliable automated testing and monitoring technology into a compact, accessible package that is simple to set up. At ANGA COM 2024, Witbe will have its entire Witbox lineup on display: Witbox^{One}, the company's flagship device; Witbox⁺, the most powerful testing device on the market; Witbox^{Net}, built specifically for web testing and now available with an upgraded 10Gb interface; and Witbox^{ABR}, offering ABR stream monitoring technology at scale. Live demos on the show floor will focus on the specific capabilities of each Witbox.

Photo Link: www.202comms.com/Witbe/Witbox_devices.jpg

Photo Caption: Witbe's line of powerful Witbox devices can test and monitor video services on any real device.

Must-See Conference Sessions

Yoann Hinard, COO at Witbe, will speak on the role of AI in broadcast media during two separate presentations at ANGA COM 2024. Attendees can catch him at the "Streaming and OTT" panel on Tuesday, May 14 at 11:30am in Room 2 at Conference Center North. Later the same day, Hinard will be part of the "AI in Media" presentation at 3:45 p.m. at the Innovation Stage in Hall 7.

Members of the press interested in meeting with Witbe at ANGA COM 2024 should contact:

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Company Overview:

Witbe (Euronext Growth - FR0013143872 - ALWIT) provides test automation and proactive monitoring technology for global video services. Headquartered in Paris with locations across the globe, the company makes award-winning hardware and software applications for video streaming providers that test the quality of experience their customers receive. Witbe is the only company on the market capable of testing any video service running on any device (including PCs, smartphones, STBs, and smart TVs) over any network (including fiber, 5G, and OTT).

Thanks to its revolutionary Witbox and powerful Witbe Software Suite, the company recently launched its Ad Monitoring and Matching technology for dynamically inserted streaming ads. Witbe is proud to have customers — including Comcast, Cox, Verizon, Peacock, and Orange— in more than 50 countries. More information and further updates are available at www.witbe.net.

Link to Word Doc: www.202comms.com/Witbe/240507-Witbe-ANGA_COM_2024.docx

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