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First Fully Integrated End-to-End QoS Solution for Microsoft™ Mediaroom™ Launched at IPTV World Forum

IneoQuest Now Delivers Innovative End-to-End Monitoring, Analysis and Troubleshooting Right Down to Subscriber End Points for Microsoft Mediaroom Deployments

London, UK: March 15, 2010 — [IneoQuest Technologies, Inc.](#), the global provider of advanced quality and service assurance solutions for digital video, today announced that it is the first company to offer a complete end-to-end QoS solution for users of Microsoft™ Mediaroom™ right down to the level of the subscriber set top box (STB). This has been achieved by fully integrating the capabilities of IQDialogue™ Mediaroom™ Platform Manager at the level of the subscriber STB, coupled with IneoQuest's existing family of products for monitoring, analyzing, troubleshooting and reporting performance of Microsoft™ Mediaroom™ deployments. This unique level of integration delivers an unparalleled capability for field test, work order administration, advanced signaling analysis and monitoring of the deployed base. Network operators can now easily identify the root causes of problems with subscriber-level granularity to reduce the costs of multiple truck rolls and inefficient troubleshooting.

As a licensed Microsoft Ecosystem Service Assurance Partner, the exclusive IQDialogue™ Mediaroom™ Platform Manager interfaces directly with the Microsoft Mediaroom Web-Service Framework to evaluate STB performance and quickly identify when a fault occurs. From a centralized network management location, IQDialogue™ Mediaroom™ Platform Manager performs automated analysis of devices on the network through an intelligent scheduler system. Based upon configurable and user definable categories alarm notifications can be issued so problems can be promptly addressed and trending reports provided to facilitate network planning.

"IneoQuest's unique relationship with Microsoft and the feedback from our customers enable and inspire us to provide the industry's most comprehensive suite of products to ensure superior quality of Microsoft Mediaroom deployments. Now with the only end-to-end solution for monitoring, analyzing and troubleshooting these implementations, IneoQuest is able to further assist providers in improving quality of service and quality of experience," said Gino Dion, vice president of strategic solutions at IneoQuest. "As the industry increasingly deploys Microsoft Mediaroom for advanced features and IPTV platforms grow to offer more services, we'll

continue to provide advanced solutions for assuring the delivery of high-quality video.”

IneoQuest will be demonstrating its complete solutions for Microsoft Mediaroom implementations, including the new IQDialogue™ Mediaroom™ Platform Manager, IQDialogue™ Mediaroom™ Installer, IQDialogue™ Mediaroom™ Advanced and IQDialogue™ Mediaroom™ Installer Manager at [IPTV World Forum](#), March 23-25, 2010 in London. To see demonstrations and learn more about this comprehensive family of Mediaroom products, as well as IneoQuest’s IPTV support solutions, please visit IneoQuest’s booth (#94).

About IneoQuest Technologies

Recognized as one of the fastest growing companies in North America by Deloitte LLP for the third year in a row and receiving numerous awards for its product innovation, IneoQuest has a rich heritage of developing industry-first quality and service assurance solutions for both legacy video network delivery and leading-edge offerings like switched digital video (SDV), IPTV and video-on-demand (VOD). The company enables its customers to design, build, deploy and manage digital video networks with unique combinations of hardware, software and services.

IneoQuest has been providing the cable, broadcast, satellite, telecommunications providers and equipment manufacturers with forward-thinking concepts and metrics for ensuring Quality of Service and Quality of Experience, including the three planes of video delivery networks, Program Availability, the patented Media Delivery Index (MDI) and other patent-pending technologies. To deliver custom and complete solutions to its customer base, IneoQuest leverages a premier partner network, which includes Cisco Systems Inc., Microsoft® and Spirent® Communications. Headquartered in Mansfield, Massachusetts, IneoQuest has sales operations in the North American, European, Asian and Latin American regions. More information is available at www.IneoQuest.com.

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