



NEWS

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BRIX NETWORKS INTEGRATES SERVICE ASSURANCE TECHNOLOGY WITH INNOMEDIA'S CABLE VoIP DEVICES

– Collaboration Between Firms Enables Broadband Service Providers To Offer Subscribers Exceptional Quality of Experience While Delivering Crucial Service Visibility To The Home

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CHELMSFORD, Mass. – Brix Networks, a global provider of converged service assurance solutions, today announced it is collaborating with InnoMedia, Inc., a leading supplier of Internet and broadband access IP telephony solutions, to provide endpoint monitoring capabilities that will enable cable Voice over Internet Protocol (VoIP) service providers to offer their subscribers an exceptional quality of experience while delivering service visibility to the home.

Brix has integrated its service assurance technology with several InnoMedia VoIP devices for residential and enterprise markets, including Multimedia Terminal Adaptors (MTAs) and Embedded MTAs (EMTAs), that provide cable operators with a highly scalable, real-time service assurance offering that automates periodic Session Initiation Protocol (SIP) media loopback testing across the entire network, groups, or single subscribers. The Brix-InnoMedia combination also collects, correlates, and analyzes the results to simplify troubleshooting, produce actionable information reports, and improve overall customer care.

This automated Brix-InnoMedia SIP media loopback testing solution continually verifies the performance and quality of deployed InnoMedia equipment, and can quickly identify issues that may be occurring between a cable operator's infrastructure and its subscribers.

Additionally, the resulting generated quality metrics – including a mean opinion score (MOS), latency, jitter, and packet loss – use standards-based methods implemented by Brix and InnoMedia and

allow network operators to proactively manage the performance of their VoIP phone service and provide a high level of quality of service (QoS) to its customers.

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Brix Networks Integrates Service Assurance Technology With InnoMedia Devices – 2/2

“The Brix System, together with InnoMedia’s MTAs and EMTAs, allows cable operators to conduct ongoing, non-intrusive performance monitoring tests and deliver a high-quality digital phone service with a superior quality of experience to their subscribers,” said Bob Travis, director of solutions marketing at Brix Networks. “The Brix-InnoMedia combination helps cable MSOs improve operational efficiencies, gain visibility into the health of their service from the executive level through customer service reps, and ensures endpoint quality and overall service performance.”

According to Shailesh Patel, senior director of product management at InnoMedia, “For telecommunications carriers and MSOs delivering IP-based services to both residential and enterprise customers, it is important that they ensure last-mile service quality and service performance. To add new customers, maintain their subscriber base, and reduce churn, network operators can rely on InnoMedia and Brix to provide them with a competitive advantage based on service quality.”

InnoMedia is exhibiting in booth 2684 at The Cable Show being held May 7-9 at the Mandalay Bay Convention Center in Las Vegas.

About InnoMedia

Founded in 1995, InnoMedia, Inc. is a privately held, multinational organization with operations in the United States, Singapore, Taiwan, and China. The company delivers IP telephony solutions to cable, DSL, and other broadband service providers, as well as OEM and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at www.innomedia.com.

About Brix Networks

Brix Networks is a global provider of converged service assurance solutions that allow the world’s largest service providers and enterprises to offer reliable and high-quality experiences in voice, video, data, and mobile services to their customers, partners, and employees. The Chelmsford, Mass.-based company brings a proven heritage of IP expertise unique to the service assurance marketplace, and collaborates closely with its customers and partners to assure the delivery of any IP-based service, over any network, to any endpoint. For more information, visit www.brixnet.com, or call 978-367-5600/1-888-BRIXNET.

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