



**U.S. DEPARTMENT OF COMMERCE**  
**National Telecommunications and Information Administration**  
**INSTITUTE FOR TELECOMMUNICATION SCIENCES**  
325 Broadway  
Boulder, Colorado 80305-3328

# **PRESS RELEASE**

Contact: Margaret Luebs  
Phone: (303) 497-3572

FOR IMMEDIATE RELEASE  
2 PM EDT, March 4, 2005

## **NTIA/ITS RELEASES NEW IN-SERVICE VIDEO QUALITY MONITORING (IVQM) TOOL**

### **Evaluation Software Now Available From Web Site**

A new in-service video quality monitoring (IVQM) tool has been developed by the National Telecommunications and Information Administration's Institute for Telecommunication Sciences (NTIA/ITS) in Boulder, Colo. NTIA has been a leader in developing new performance metrics for advanced digital video systems. In 2003 and 2004, NTIA's video quality measurements were standardized by both the American National Standards Institute (ANSI T1.801.03-2003) and the International Telecommunication Union (ITU-T Recommendation J.144R, and ITU-R Recommendation BT.1683). Now, for the first time, video quality degradations can be monitored in the field.

~ MORE ~

U.S. Department of Commerce  
Institute for Telecommunication Sciences

Press Release

Page 2

The NTIA/ITS IVQM tool performs automated video capture and processing of live video signals using two computers (one at the video source and the other at the video destination). Patented reduced reference technology (3 U.S. patents awarded, one U.S. patent pending) is used to communicate low bandwidth reference information over an IP connection between the two computers. This low bandwidth reference information is used to produce quality estimations that closely emulate human perception.

The new capability will enable companies and public entities to objectively monitor the quality of digital video pictures for new telecommunication services such as direct broadcast satellites, digital and high definition television, video teleconferencing, and streaming Internet video. This innovative approach for monitoring the quality of digital video pictures will significantly enhance the competitiveness of U.S. companies and lead to higher quality products and services for consumers.

The NTIA/ITS IVQM measurement tool, plus a user's manual and technical documentation, is available to all interested parties via a no-cost evaluation license agreement. See [www.its.blrdoc.gov/n3/video/vqmsoftware.htm](http://www.its.blrdoc.gov/n3/video/vqmsoftware.htm) for more information.

~ MORE ~

U.S. Department of Commerce  
Institute for Telecommunication Sciences

Press Release

Page 3

ITS (<http://www.its.bldrdoc.gov>) is the research and engineering arm of NTIA. ITS performs telecommunications research to support NTIA and Commerce Department goals. NTIA serves as the principal adviser to the Executive Branch on domestic and international telecommunications and information policy issues.