



Analyze, Design and Implement

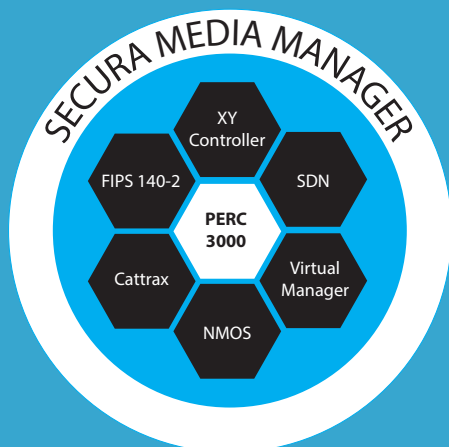
PESA, now in its 46th year of operation, is known for its solid reputation of product innovation and support. PESA's foundation has been deeply embedded in broadcast television having been the choice for the Winter and Summer Olympics going back to 1988. They still play a vital role supplying the latest in 4K broadcast technology.

PESA is also very focused on the Military and Government sectors where the demands for quality systems and real-time video for Command & Control (C2) environments is critical.

In these Military and Government markets, PESA leads the way with the Defense Information Systems Agency (DISA) and the Joint Interoperability Test Command (JITC) for required product certification. In fact, PESA was the first Video Distribution System (VDS) tested and certified by the US Government and PESA plays a vital role in developing the Unified Capabilities Requirements (UCR) relative to VDS products. As a result, PESA has an impressive list of U.S. Military and other Government agencies such as the FBI, Pentagon, NASA, and many others.



Today, PESA is busy innovating again. This time it's a whole new paradigm of VDS; Internet Protocol or IP. In development for the past few years, PESA is utilizing its world-class audio and video pedigree and applying it to the IT enterprise space by utilizing IP's vast flexibilities and advantages in a new product series called "Secura".



PESA's new line of Secura products will be perfectly aligned for use in the most stringent and sensitive government/military applications. To achieve this requires an ambitious certification effort to fulfil the governments strictest security requirements. Specific National Institute of Science and Technology (NIST) specifications for audio, video and USB encryption ensure protecting sensitive real-time audio and video.

By moving from traditional digital products to IP, PESA will change from being an equipment supplier to becoming a trusted advisor that focuses the overall complete Network solutions which support our case-hardened Secura brand of transmitters and receivers. Orchestrating the Secura units will require the scaling power of Enterprise Networking and have therefore partnered with Arista, known for their world-class Data Center switching. PESA will add their renowned Management and Control software to manage these secured signals while utilizing load balancing and SDN architectures to create an overall solution rather than offer parts of an overall solution. PESA will deliver a complete end-to-end solution for our customers utilizing state of the art audio and video solutions.



Managing Video & Audio signals is what we do

PESA has managed hundreds of signals on multiple levels over the past several decades. PESA's next-generation platform will be able to scale and manage thousands of signals while keeping security intact by utilizing FIPS 140-2 Level 3 cryptographic encryption.



Scott Barella, CTO of PESA

The current product initiatives are led by Scott Barella, CTO of PESA. Scott's vast experience was garnered by participating in the SMPTE 2110 Draft Group and has also been involved with the first Technical Work Group of the Alliance for IP Media Solutions (AIMS). He brings with him the knowledge and understanding of how, and more importantly why, these new IP signals were constructed in the SMPTE standards group and he is now co-chair of the Pro A/V Group in AIMS. Scott's overall background includes

22 years in Broadcast operations, 7 years in Systems Integration and the last 11 years in manufacturing. Combined, he has earned the "Trusted Advisor" respect by our customers.

Analyze, Design and Implement will be PESA's new mantra when it comes to Control of Audio and Video over IP signaling in the future. It's the pride of PESA to offer network architecture and world-class products to support a solid and secure environment where critical missions are a must for Military and Government. Higher-level security AV products are increasingly becoming more important for Corporate, Medical, Financial and other markets moving forward.

"PESA is the number one choice for secure control and management of audio and video signals while playing an important role in supporting your efforts to win and deliver business solutions"

ABOUT PESA



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As a leading provider of secure audio/video (A/V) Baseband and IP connectivity products, PESA offers a wide selection of multi-path streaming products, routing switchers, matrix switchers, extenders, converters, media extenders, and signal processing gear to support government, military, industrial, commercial, medical, broadcast, and mobile truck applications. From large to small-scale A/V routing and extender products to multiple IP streaming appliances, PESA offers a diverse suite of A/V products, all of which are supported by 24/7 technical support. PESA is located in Huntsville, Alabama, with regional sales offices throughout North America, Europe and China. Our cost effective solutions are available around the world through our industry leading team of Channel Partners offering local support and installation. All products mentioned herein are trademarked property.

Learn more: www.pesa.com



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