

## Representative Vell Placement

**RALPH CALISTRI**  
CEO



Ralph Calistri was named CEO of PixStream in early 2000. He was tasked to profitably sell the company, which he did for USD\$380m.

### **Cisco Systems Agrees to Purchase Video-Networking Firm PixStream**

*a Wall Street Journal Staff Reporter*

Updated Sept. 1, 2000 12:01 a.m. ET

[Cisco Systems](#) Inc. said it agreed to acquire closely held PixStream Inc. of Canada, which makes technology for distributing video over the Internet, for approximately \$380 million in stock. PixStream's equipment is primarily used by telephone companies to offer cable TV-like services over telephone lines. Cisco, of San Jose, Calif., the largest maker of Internet-switching equipment, hopes to sell PixStream's technology to cable companies as well.