# News Release

**Marcom Contact:**
Sharifah Ahmad
Pixelmetrix Corporation
+65 6547 4935
sharifah@pixelmetrix.com

For Immediate Release

# Danny Wilson, Pixelmetrix President & CEO, to discuss hot IPTV topic at IPTV World Forum 2007 in London

IPTV World Forum, London, March 5, 2007 – Danny Wilson, President and CEO of Pixelmetrix, will serve as a panelist on the first day of the IPTV World Forum, on Session 4, at 5.15pm.

This session focuses on the way leading operators have successfully entered the pay TV market and means of consolidating their position. Panel members will discuss "Revenue Generators and Killer Applications".

A frequent speaker at numerous IPTV and television conferences in Europe, North America and Asia, Wilson will touch on the importance of the holistic management of the 'television service delivery'.

"Today, too many IPTV operators, already comfortable with managing and optimizing network performance characteristics and parameters, are overly focused on network parameters such as packet loss, delay and jitter. This is often at the expense of the overall management of the line up of television services. Telecom operators often dismiss this as 'application layer services', but in the case of IPTV, the entire point is to provide a 'television service', not a network service", he elaborated.

It is within this context that he will highlight the importance of overall television service management.

Over at Booth 112, Pixelmetrix will exhibit its latest array of IPTV Service Validation Tools for Quality of Experience, throughout the 3-day event. The product demo line-up will include the DVStation-IP for IPTV Quality of Service Monitoring, DVStorIP-Gen for IPTV Stress Testing and DVStation-210 Preventive Monitoring System.

Pixelmetrix portfolio of end-to-end IPTV test and monitoring systems serves to facilitate the efficacy of 'always on' converged IP network architectures and the ever-expanding multitude of IPTV services. In line with the rapid deployment of IPTV systems, Pixelmetrix devices offer broadcasters, operators, content and network providers a distinct edge in optimizing their IPTV service delivery.

**Note to Editors**

To schedule an interview, please contact the Marcom team.


**About DVStation Products**

The award-winning DVStation family of products by Pixelmetrix is used for monitoring the quality and performance of digital networks. DVStation is the only all-in-one solution that can monitor a signal path from studio to home. The operator sets the monitoring thresholds and alert methods for the entire network from a single location. DVStation will notify operators if there's trouble, with alerts delivered remotely over a corporate LAN, the Internet or even to a pager.
DVStation is the most advanced Preventive Monitoring solution available today. When signal and content integrity is essential for business success, DVStation is the only logical solution.

The DVStation family is available as DVStation, DVStation-Remote, DVStation-Pod, DVStation-IP, DVStation Mini, DVShift, DVShift-HD, DVStor, DVStorIP and DVStorIP-Gen.


**About Pixelmetrix Corporation**

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital television networks. The company provides equipment and network intelligence systems to television broadcasters for the management and monitoring of quality of service. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe.

Pixelmetrix clientele include CNN/Turner Networks, Viacom, Fox, CBS, ESPN, Disney, Univision, Telefutura, USDTV, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfecTV! Japan, British Telecom, Canal+ and Télédiffusion de France.

Pixelmetrix has been conferred the Peter Wayne Award for Best Design and Innovation IBC 2000, the STAR 2000 and 2004 Superior Technology Awards from TV Technology Magazine, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, Broadcast Engineering publication Pick Hit Award 2005 as well as the BIRTV Product of the Year Award 2006.

The terms Preventive Monitoring, DVStation, DVStation-Remote, DVStation-Pod, DVStation-IP, DVStation Mini, DVStor, DVStorIP, DVStorIP-Gen, DVShift, DPI Auditor and VISUALmpeg are trademarks of Pixelmetrix Corporation.

For more information, please email to info@pixelmetrix.com or visit www.pixelmetrix.com.


#####