News Release

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For Immediate Release

Pixelmetrix Danny Wilson to discuss 'Is Television a Business in its Own Right' and 'Quality Assurance of Extreme Services' at IPTV World Forum Asia 2007

IPTV World Forum Asia, Singapore, December 5, 2007 – Danny Wilson, Pixelmetrix President & CEO, is slated to speak at two panel sessions during the IPTV World Forum Asia in Singapore, at the Suntec City Convention Centre, this week. Day 1, Session 4 panel 'Is Television a Business in its Own Right' is scheduled for Wednesday, December 5, 5.20pm. Prior to this, he will be chairing the Connected Home Asia Sessions 1 and 2. Day 3, Session 2 panel 'Quality Assurance of Extreme Services' is scheduled on Friday, December 7, 12.20pm.

According to the programme, the last session of Day 1 will address business models and go-to-market strategies for a selection of major players, including best practice from overseas, and look at the impact on the television business.

During the Day 3, Session 2 panel, speakers will dispense tips on the best practices of proactive QoS and QoE management as well as the impact of quality assurance on customer acquisition and retention.

"While IPTV networks has attracted a tremendous amount of attention and investment, to actually reliably deliver television over a shared IP network is fraught with trouble and difficulty. The years and years of television history have set very high expectations from viewers – and today those viewers have a choice. Nascent IPTV operators are faced with the difficult challenge of pulling viewers away from their existing cable & satellite services. A failure to offer the highest possible quality of experience will only result in lost viewers and lost profits. Building a robust network with a focus on quality management is essential to their success," said Danny Wilson.

At booth A55, Pixelmetrix will put the spotlight on its award winning Electronic Couch Potato™ (ECP) and Consolidator™ - designed to monitor the true customer viewing experience by providing measurements from the end point of the content delivery chain; EndGame™ – More Than Last Mile Surveillance System™ – an end-to-end monitoring system for Quality of Experience; DVStation-IP3™ - the one-stop monitoring engine for IP and TS Analysis as well as the DVStorIP-Gen™ IPTV test stream generator.

Pixelmetrix develops a host of IPTV and Preventive Monitoring systems that offer unique attributes and versatility, allowing operators to achieve end-to-end visibility and keep tabs on their network architecture.

The IPTV World Forum Asia will be held from December 5 to 7 at the Suntec City Convention Centre, Singapore. Connected Home Asia is featured in conjunction with this event.

Note to Editors

To schedule an interview, please contact the Marcom team.

About Danny Wilson

Danny Wilson is the founder of Pixelmetrix Corporation, a Singapore-based company that specializes in the design and production of management and telemetry systems for digital broadcasters. The company's award-winning products are deployed globally at numerous terrestrial, satellite, cable and IPTV operators.

He began his management career at Hewlett-Packard, Canada, as the Business Manager of HP's Communication Measurement Division. He was responsible for the introduction of the MPEGScope Transport Stream Analyzer and the world's first ATM/B-ISDN Test System, which accelerated the development and deployment of ATM technology worldwide.

He later went on with HP to Kobe, Japan, where he established and managed HP's Asia Business Centre – leading the development of the world's first multi-port network monitoring system, which was implemented throughout Japan, by NTT.

A frequent speaker at IPTV and television conferences in Europe, Asia and North America, he currently serves as Editor for the Performance Monitoring/Quality of Service workgroup of the ITU-T/IPTV-FG.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in Preventive Monitoring for digital television and IPTV networks. The company provides equipment and network intelligence systems to television broadcasters for the management and monitoring of quality of service and quality of experience. 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 TV Technology publication STAR Awards (Superior Technology Award Recipient) 2000, 2004 and 2007, 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^3, DVStation Mini, DVStor, DVStorIP, DVStorIP-Gen, DVShift, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, Video Validator and VISUALmpeg are trademarks of Pixelmetrix Corporation.

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

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