

PRESS RELEASE  
For Immediate Release.

**NSTB to invest in Pixelmetrix, a Digital Broadcast Test Equipment manufacturer based in Singapore.**

Singapore, March 10, 2000 – At the Venture Investment Support for Start-ups (VISS), press conference in NSTB last week, it has been announced that Pixelmetrix Corporation, is one of the eight companies to receive the investment funds from NSTB out of the 250 business plans submitted to date.

Pixelmetrix Corporation, a promising and strategic high technology startup, focuses on providing specialized instruments to the digital video broadcast industry to enable a smoother transition to digital broadcasting, following the convergence of television, telephone, and internet,

To assist broadcasters facing the changes, Pixelmetrix offers a series of modular tools to assist companies in deploying, operating, and managing new broadcast technology.

With the potential of the digital broadcast test equipment market, talents from a wide range of background, including broadcasting, telecommunications, large scale IT, and process control have come from different countries and joined the start-up since the company was formed in June 1999. Currently, there are staffs from Japan, Canada, Malaysia, India, Germany, and China working for the Pixelmetrix thus making it a multi-national company.

Pixelmetrix has come up with an innovative solution for helping digital video network and transmission operators to quickly identify and pinpoint video impairment problems. This system, DVStation, will be launched and showcased in NAB2000 from the 10th April to 13th April in Las Vegas this year.

**About Venture Investment Support for Start-ups (VISS)**

Venture Investment Support for Start-ups is a S\$50 million fund aimed at early-stage direct co-investment into promising and strategic companies that are based or linked to Singapore. The fund is drawn from the Technopreneurship Investment Fund's Early Stage Fund and will be managed by the National Science & technology Board (NSTB)

**Objectives of VISS**

The objectives of VISS are

- a) develop a vibrant environment for technopreneurship
- b) As catalyst for drawing investments into early stage companies.
- c) Drawing overseas companies with strategic value to Singapore.

For further information on VISS, please contact

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