
News Release

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For Immediate Release

Amit Sood to present IPTV paper “IPTV: It’s Television” and workshop on “Quality of Experience: Television is Mature” at the ABU Digital Broadcasting Symposium, Kuala Lumpur

Singapore, March 4, 2008 – Amit Sood, IPTV Product Manager, Pixelmetrix, will present the “IPTV: It’s Television” paper on March 12 and “Quality of Experience: Television is Mature” workshop on March 13, at the ABU Digital Broadcasting Symposium in Kuala Lumpur.

He will be joined by C B Lau, Sales Manager for China, Taiwan and South East Asia, for the workshop. The workshop will be divided into two parts. The first part will cover the basics of technologies relating to traditional digital broadcasting in the Asian region and its uptake. This section will also cover the basics of how digital television delivery, as a model, is maturing in the region and how monitoring is a catalyst to high quality of experience for the customers.

The second part will discuss the advent of IPTV - similarities and differences of IP delivery of video content from traditional delivery. The challenges in this emerging field and how a robust monitoring strategy can minimize the risks of adoption of newer IP dominant technologies especially within the Asian region, will also be discussed.

The ABU Digital Broadcasting Symposium takes place at the Prince Hotel, Kuala Lumpur, Malaysia, from March 10 to 13.

About Amit Sood

Amit Sood is the IPTV Product Manager for Pixelmetrix Corporation, a Singapore-based company that specializes in the design and production of management and telemetry systems for digital broadcasters. Pixelmetrix award-winning products are deployed globally at numerous terrestrial, satellite, cable and IPTV operators.

Sood’s foray into the IPTV business segment began when he was with Unisert Infocom, India, where he was appointed Business Analyst, handling Broadband Services. With a good grasp of the potential of video over IP services market worldwide, he had conducted a series of extensive business research projects on IPTV applications.

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 PerfectTV! Japan, British Telecom, Canal+, Towercast, AT&T, Verizon, Telus, NTT and more.

Pixelmetrix has been conferred the Engineering & Technology Emmy Award 2007, TV Technology publication STAR Awards (Superior Technology Award Recipient) 2000, 2004 and 2007, BIRTV Product of the Year Award 2006, Broadcast Engineering publication Pick Hit Award 2005, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, as well as the Peter Wayne Award 2000, for Best Design and Innovation.

The terms Preventive Monitoring, DVStation, DVStation Mini, DVStation-Remote, DVStation-Pod, DVStation-IP³, DVStor, DVStorIP, DVStorIP-Gen, DVShift, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator and VISUALmpeg are trademarks of Pixelmetrix Corporation.

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