
News Release

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For Immediate Release

Pixelmetrix Amit Sood to address IPTV Quality of Experience at IBE Seminar

Singapore, October 19, 2007 – Amit Sood, IPTV Product Manager, Pixelmetrix, will present a paper on IPTV Quality of Experience (QoE) at IBE 2007, to be held in Mumbai, India, next week. The seminar is scheduled for Thursday, October 25 at 3.00pm.

His talking points include what QoE entails, the changing landscape of content delivery and contributory factors to a successful IPTV delivery ecosystem.

“The focus on Quality of Experience (QoE) is further magnified as more telcos broaden their service offerings to capitalize on revenue opportunities. Understanding the impact an end-to-end IPTV monitoring solution has on QoE, how it relates to Quality of Service (QoS) and how to ascertain successful service delivery to reduce user churn, are just some of the significant key drivers for telcos to gain a competitive edge. You can learn more at this seminar,” said Amit Sood.

IBE 2007 will take place over three days from October 25 to 27 at the Bombay Exhibition Center, Mumbai, India.

Note to Editors

To schedule an interview, please contact the Marcom team.

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, Telefutera, 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/Mediicast 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.

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