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## News Release

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For Immediate Release

### **Danny Wilson to expand on the similarities and differences between IPTV & Cable at BES Expo, India**

Singapore, February 23, 2009 – Danny Wilson, Pixelmetrix President & CEO, is scheduled to speak at the BES (Broadcast Engineering Society) Expo Conference in New Delhi, India.

His presentation, "IPTV and Cable: Different but the Same", is slated for Day 3 on Wednesday, February 25 at 11am. He will cover the technology and topology aspects of IPTV and Cable, business case and service offerings of both.

"Building and sustaining a robust network with a focus on quality management are essential to successful television service delivery. Cable operators are re-engineering their systems to compete with the telcos in terms of building, operating and monitoring the visibility of their network. IPTV operators, at the other end, are constantly striving to draw away viewers from their existing cable and satellite services. It is a competitive race out there as they struggle to keep up with top notch service quality and viewer experience, and maintain profitability," said Danny Wilson.

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

BES Expo is held from February 23 to 25 at Pragati Maidan in New Delhi, India.

#### **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, cable 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 suite of quality assurance solutions are featured as the Emmy® Award winning DVStation, DVStation-Mini, DVStation-Remote, DVStation-Pod, DVStation-IP<sup>3</sup>, DVStor, IPGen, DVShift, DVProbe-C, DPI Auditor, EndGame, Electronic Couch Potato, Consolidator Engine, VISUALmpeg and VISUALmpeg Qualify. These are trademarks of Pixelmetrix Corporation.

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+, Towercast, AT&T, Verizon, Telus, NTT and more.

Pixelmetrix has been conferred the Engineering & Technology Emmy® Award 2007, Broadcast Engineering publication Pick Hit Award 2005 and 2008, TV Technology publication STAR Awards (Superior Technology Award Recipient) 2000, 2004 and 2007, BIRTV Product of the Year Award 2006, Cable-Satellite/Mediacast Product of the Year Awards 2003 and 2004, as well as the Peter Wayne Award 2000, for Best Design and Innovation.

For more information about Pixelmetrix, visit [www.pixelmetrix.com](http://www.pixelmetrix.com) or email queries to [info@pixelmetrix.com](mailto:info@pixelmetrix.com).

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