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## News Release

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For Immediate Release

### **Danny Wilson to present IPTV paper at the Asia Future TV 2008 Summit, Shanghai, China**

Singapore, May 7, 2008 –Danny Wilson, Pixelmetrix President & CEO, is scheduled to present an IPTV paper at the Asia Future TV Summit, to be held at the Shanghai Marriott Hotel. His presentation is scheduled on Day 2, this Friday, May 9, at 2.30pm.

Day 2 highlight of the event is the special track focusing on IPTV. Presenting "Making IPTV QoS/QoE bring in Customers", Wilson will cover some of the common problems that have plagued IPTV deployments, QoS and QoE issues that still remain to be resolved, and more.

"Years of television history have set very high expectations from customers. Today, customers have a choice. Nascent IPTV operators are faced with the challenging mission of pulling customers away from the existing cable and satellite services. Failure to offer the highest possible Quality of Service and Quality of Experience will only result in lost customers and lost profits," said Danny Wilson.

The Asia Future TV 2008 Summit will be held for two days this week, from May 8 to 9, at the Shanghai Marriott Hotel, Hongqiao, China.

#### **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-IP3, DVStor, DVStorIP-Gen, DVShift, DVProbe-C, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator, 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, 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 and 2008, 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, please email to [info@pixelmetrix.com](mailto:info@pixelmetrix.com) or visit [www.pixelmetrix.com](http://www.pixelmetrix.com).

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