News Release

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For Immediate Release

Danny Wilson to give the scoops on
IPTV Standardization at BroadcastAsia 2008

Singapore, June 16, 2008 –Danny Wilson, Pixelmetrix President & CEO, will present an IPTV paper at the Bits of QoS and Bits of Measurement session on June 20, Day 4 of BroadcastAsia in Singaporethis week. The session is scheduled at 10am, in conference room 9B.

"A robust framework of internationally accepted standards is critically important for the continued success of any new technology; that is no different for IPTV. ITU-T, in particular, since its inception, has been at the forefront of establishing standards for the telecommunication community. Specifically for IPTV, extensive standardization efforts have been devoted in creating a unified working model for IPTV services," said Danny Wilson.

"With escalating expectations from television viewers worldwide, Quality of Service (QoS) and Quality of Experience (QoE) are integral in providing top-notch delivery of IPTV services," he added.

At booth 7N5-01, Pixelmetrix will exhibit its suite of Test, Measurement and Monitoring solutions for the cable, satellite, terrestrial and IPTV operators to optimize their service delivery. Highlights at the booth include some integrated solutions, presenting the Emmy® award winning DVStation-210, Electronic Couch Potato™and ECP Consolidator™, DVStation-IP [3] and DVStorIP-Gen.

Over at the Interactive Digital Media Showcase (Singapore Pavilion) booth 8F4-01, Pixelmetrix casts the spotlight on its newly launched DVStation-Mini and DVProbe-C.

Pixelmetrix goes to BroadcastAsia with Alphatron Broadcast, authorized distributor in Singapore.

BroadcastAsia will be held from June 17 to 20 at the Singapore Expo.

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.

Danny Wilson is the Editorfor the Performance Monitoring/Quality of Service workgroup of the ITU-T/IPTV-FG, and afrequent speaker at IPTV and television conferences in Europe, Asia and North America.

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 theEmmy® Award winningDVStation, 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, Telefutura, 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 or visit www.pixelmetrix.com.

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