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## News Release

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For Immediate Release

## **Danny Wilson in “Video Quality or Bust” Video Debate at IPTV World Forum, London**

### **Pixelmetrix VISUALmpeg Video Quality Analyzer and a host of IPTV Offerings to be featured at Booth 199**

**IPTV World Forum, London, February 28, 2008** – Danny Wilson, Pixelmetrix President & CEO, will be engaged in the “Video Quality or Bust!” video debate discussion hosted by the ipTV News Studio (part of ipTV News) and IPTV World Forum. This session, to be moderated by Steven Hawley, IPTV Senior Analyst, Multimedia Research Group, Inc, is scheduled for March 13, 2008 at 3pm.

Leading industry experts will share valuable insights into what it takes to achieve high video quality and to maintain it, scalability of IPTV Test, Measurement and Monitoring, IPTV test methodologies and more.

At booth 199, Pixelmetrix will showcase its Emmy award winning DVStation-210; DVStation-IP<sup>3</sup> - a one-stop monitoring engine for IP and Transport Stream Analysis; DVStorIP-Gen - IPTV test stream generator, an effective lab test tool for the evaluation, compliance testing and verification of networks, monitoring and equipment analysis; EndGame™ - truly end-to-end IPTV Quality of Service monitoring solution as well as the VISUALmpeg video quality analyzer.

“This week, we will be showing our expanded suite of quality management solutions for IPTV operators. The latest additions to the DVStation-IP<sup>3</sup> family further add utility and resources to the toolkit of the IPTV operators. Featuring the powerful ‘On-Air Content Validation’, the DVStation-IP<sup>3</sup> enables operators to automatically identify program ‘provisioning’ faults, missing programs and incorrect ratings, among others,” said Danny Wilson.

The IPTV World Forum will be held from March 12 to 14, at the National Hall, Olympia, London.

## **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 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-IP<sup>3</sup>, DVStor, DVStorIP, DVStorIP-Gen, DVShift, DPI Auditor, EndGame, Electronic Couch Potato, ECP Consolidator and VISUALmpeg are trademarks of Pixelmetrix Corporation.

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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