
News Release

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For Immediate Release

Danny Wilson presents IPTV Paper at SMPTE Sydney Conference 2007

SMPTE Sydney, Australia, July 16, 2007 – Danny Wilson, President and CEO, Pixelmetrix, will present at the SMPTE Sydney Conference, IPTV Session, on Tuesday, July 17.

At the conference, Wilson will focus on defining IPTV Quality of Experience (QoE). He will also discuss why the deployment of a truly end-to-end, multi-dimensional monitoring strategy is essential to assure users' QoE.

"IPTV, while it brings prolific possibilities, also comes with a set of challenges. IP is still relatively new to many. Companies need to understand how adopting IP will affect their ability to deliver 'quality' content and enhance the experience of their valued customers," Wilson explained.

At the Techtel booth F14, Pixelmetrix will exhibit its complete headend monitoring systems and feature its End-to-End IPTV Quality Monitoring systems. Techtel, Pixelmetrix distributor based in Australia, is the leading independent supplier to the broadcast television, radio and telecommunications markets of Australia, New Zealand and South East Asia.

Pixelmetrix develops a host of IPTV and Preventive Monitoring systems, from Headend to Set Top Box, that offer unique attributes and versatility, allowing operators to achieve end-to-end visibility and keep tabs on their network architecture.

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.

Note to Editors

To schedule an interview, please contact the Marcom team.

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 STAR 2000 and 2004 Superior Technology Awards from TV Technology Magazine, 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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For more information about Pixelmetrix, please email to info@pixelmetrix.com or visit www.pixelmetrix.com.
