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## News Release

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For Immediate Release

### **Pixelmetrix co-sponsors QoE: Holy Grail of IPTV Webinar**

Singapore, June 2, 2008 –Pixelmetrix, the global expert in Preventive Monitoring for digital cable and IPTV networks, will co-sponsor the QoE: Holy Grail of IPTV live webinar, scheduled for Tuesday, June 10 at 2.00 pm New York / 7.00 pm London.

Danny Wilson, President & CEO, is one of the key speakers at this webinar presented by Light Reading. His talking points will include the challenges telcos must tackle with escalating global IPTV subscription figures, soaring revenues and the inevitable rising service expectations, key success factors to capitalize on and techniques to optimize QoE.

"QoE includes the end-to-end system effects - client, terminal, network, service infrastructure and so on. Keeping continuous visibility of end-to-end service quality is essential to provide a robust and profitable television service," said Danny Wilson, Pixelmetrix President & CEO.

According to Light Reading, telcos are putting money on the table with high hopes of challenging the traditional TV providers. By delivering TV channels over an IP network, telcos expect to have a more cost-effective business model that will also result in increased revenues. But if they are to be successful, telcos will have to provide IPTV services that, at a minimum, are as good as what subscribers have become accustomed to. This is why IPTV vendors of all sorts are talking about Quality of Experience, or QoE.

Join us at this live webinar! Sign up here:  
[http://www.lightreading.com/webinar.asp?doc\\_id=28774&promo=27092](http://www.lightreading.com/webinar.asp?doc_id=28774&promo=27092)

#### **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.

He is the Editor for the Performance Monitoring/Quality of Service workgroup of the ITU-T/IPTV-FG, and a frequent 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 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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