
News Release

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For Immediate Release

Pixelmetrix Corporation joins force with Digiworkz and DMT to develop the first Transmission Training Centre in Asia

NAB, Las Vegas, April 2003 – A tripartite relationship has been formed between market leaders Pixelmetrix Corporation, Digiworkz Regional Broadcast Training Centre and Digital Multimedia Technologies (DMT) to launch the first Transmission Training Facility in Asia.

With the convergence of networking technologies, broadcast networks have progressed from television to multi-service data networks – MPEG video, digital audio, data and metadata. With this recent shift from the traditional analogue networks to digital networks, broadcast engineers find themselves in new territory. With hardly any cumulative engineering experience, little knowledge base to draw from, and few tools to tap on for support, coping with the new challenges in their job functions is an uphill task.

With this new paradigm, it is no wonder there were substantial requests by many broadcasters who had previously attended courses at Digiworkz, asking for training in engineering and operational areas such as transmission. Although there are available courses, most are based in Europe and the United States. With this new program, “Asian transmission engineers do not need to travel all the way to United States or Europe. They can now come to Singapore to learn the hands-on skills required to operate and maintain analogue and digital terrestrial transmission facilities. We are very proud to work with two market leaders, Pixelmetrix and DMT,” said Sean Macfarlane, Associate Publisher of APB.

Bringing the best in the industry together, the aim of this training centre is to take an innovative approach to courses by enabling hands-on training. Based at Ngee Ann Polytechnic’s Centre of Film and Media Studies (one of the best-equipped media schools in the world), Digiworkz is also a Pixelmetrix Authorized Training Centre.

Pixelmetrix will provide a complete test, measurement and monitoring system including the award winning DVStation™. The DVStation™, Pixelmetrix’s preventive monitoring system, is the perfect fit for this training facility mainly due to its networkability. While most monitoring systems usually have a small single screen for trouble-shooting, the DVStation™ can network up to 10 computers simultaneously, enabling the course to be carried out ten times more efficiently.

To maximize knowledge transfer, Pixelmetrix has also committed to provide a support engineer and conduct certification training for Digiworkz trainers and lecturers and copies of training materials, system manuals, course syllabus, course videos and course manuals.

“The digital TV engineering and transmission is still a very new subject to this area. Pixelmetrix as a world leader based here in Singapore is in a good position to contribute back to the region and help in developing the depth and knowledge about digital transmission.”
Danny Wilson, President & CEO, Pixelmetrix Corporation

It is clear that a new knowledge base is being built and with this collaboration with industry leaders, coupled with the commitment to provide high quality support and training to the broadcast industry, it is no doubt that the challenges to this new paradigm will soon be dealt with 'no sweat'.

About DVStation Products

DVStation, DVStation Pod-Remote, DVStation-Pod, and DVStation-IP by Pixelmetrix are award-winning systems for monitoring the quality and performance of digital networks. DVStation is the only all-in-one solution that can monitor a signal path from studio to home. The operator sets the monitoring thresholds and alert methods for the entire network from a single location. DVStation will notify operators if there's trouble, with alerts delivered remotely over a corporate LAN, the Internet or even to a pager. If signal and content integrity is essential for business success, DVStation is the most advanced Preventative Monitoring solution available today.

About Pixelmetrix Corporation

Pixelmetrix Corporation is the global expert in Preventative Monitoring for digital television networks. The company provides equipment and network intelligence systems to television broadcasters for management and monitoring of quality of service. Headquartered in Singapore, Pixelmetrix has offices in the United States and Europe. Pixelmetrix customers include CNN, CBS, Disney, HBO, NHK, Japan Telecom, KPBS, NTL, Sky PerfecTV! Japan, British Telecom, Canal+ and Télédiffusion de France. It is the winner of the Peter Wayne Award for Best Design and Innovation IBC 2000, and Winner of the STAR 2000 Superior Technology Award from TV Technology Magazine. For more information, visit www.pixelmetrix.com.

For more information about DVStation and Pixelmetrix, please email or visit www.pixelmetrix.com.

The terms Preventative Monitoring, DVStation, DVStation Pod-Remote, DVStation-Pod and DVStation-IP are trademarks of Pixelmetrix Corporation.

About Digiworkz Regional Broadcast Training Centre

Digiworkz is operated by Ngee Ann Polytechnic and Asia Pacific Broadcasting, each with a proven track record in delivering high quality training and support to the broadcasting industry. Digiworkz runs a wide range of broadcast and production industry courses, providing hands-on skills taught by expert trainers on state of the art facilities to industry professionals.

Based at the Polytechnic's Centre of Film and Media Studies (one of the best-equipped media schools in the world), Digiworkz has achieved a number of milestones:

1. The successful launch of hands on training courses in Non Linear Editing, Broadcast Graphics, Video Compositing and other production related courses such as DVD Authoring in 2002;

2. Digiworkz is supported by the Media Development Authority (MDA, Singapore) and the Cable & Satellite Broadcasting Association of Asia (CASBAA); and

3. Digiworkz also is supported by the industry as:

- a) An Apple Authorized Training Centre
- b) A JVC Authorized Training Centre
- c) An Inscriber Authorized Training Centre
- d) An MPL Authorized Training Centre
- e) A Benchmark Authorized Training Centre
- f) A Discreet Authorized Training Centre
- g) A Digital Multimedia Technologies Authorized Training Centre
- h) A Pixelmetrix Corporation Authorized Training Centre.

About Ngee Ann Polytechnic – A leader in tertiary broadcast training

Ngee Ann Polytechnic is one of the leading tertiary institutions in Asia and has gained has a superb reputation for providing diploma courses to broadcast and production professionals.

Ngee Ann Polytechnic's Centre of Film and Media Studies was the first tertiary centre in Singapore to offer a comprehensive programme of education and training in broadcasting, production, film, and related media arts.

The Polytechnic's Centre of Film and Media Studies is one of the best-equipped media schools in the world.

About APB - ASIA'S NO.1 BROADCASTING MAGAZINE

Asia Pacific Broadcasting (APB) is Asia's leading broadcasting and production magazine, with the largest audited circulation in Asia (7,416copies) for a broadcasting magazine. APB is celebrating 20 years of successful publishing in 2003.

About DMT

Digital Multimedia Technologies is an Italian and European leading supplier of products and services for the distribution of terrestrial television signals, both analog and digital.

The company is headquartered in Lissone (Milan), employing people with excellent skills in the development and management of analog and digital TV signal distribution systems. Within the technological transition process that will soon result into the digitization of TV signal diffusion, DMT stands out as a wide-spectrum System Integrator and an ideal technological partner, able to provide turn-key solutions for the distribution of audio and video contents.