



Metrological To Exhibit At World Congress On Information Technology WCIT2010

Amsterdam, Netherlands, May 26th 2010

Metrological Media Innovations, a member of the Intel Consumer Electronics Network, is exhibiting the new Yuixx MediaPlayer in the Creative Industries Pavilion at the World Congress on Information Technology WCIT2010, from May 25-27 in the RAI Conference Centre in Amsterdam, the Netherlands.

Yuixx is a new hybrid 2-way Home Media Device, which considerably enhances the consumer's TV experience. Whilst watching conventional linear television, TV viewers are able to simultaneously access an extensive range of additional next generation, web-based multimedia applications and personal media. YuiXX is powered by Metrological's Metroconnect Operating System and based on the powerful Intel® Media Processor, a new family of purpose-built System on Chips (SoCs) for the Consumer Electronics market, which ensures consumers to have the highest quality experience available on content delivered over the Internet.

The Yuixx brand is owned and marketed by Dutch based Conceptronic, www.conceptronic.net and was developed and created by partnering with two other Dutch companies, hardware manufacturer Pro Drive, www.prodrive.nl and Metrological Media Innovations, being the total integrator. The unique collaboration between the three companies has resulted in a 100% Dutch product, which clearly demonstrates Dutch excellence in creating innovative next generation consumer electronics products.

The World Congress on Information Technology (WCIT), www.wcit2010.org, is the world's leading information technology gathering, bringing together captains of industry, government leaders and academics from more than 80 countries. The 17th edition of the bi-annual global summit is hosted by ICT~Office, representing the Dutch ICT industry, and co-hosted by the Dutch Ministry of Economic Affairs, the City of Amsterdam and is supported by the European Commission.

Top keynote speakers, among which, Mr. Paul Otellini, CEO of Intel Corp, Mr. Tony Clement, Canada's Minister of Industry, Mr. Mike Fries, CEO of Liberty Global, Mrs. Neelie Kroes, Commissioner Digital Agenda of the European Commission and Mr. Sachin Pilot, Minister of State of the Ministry of Communications and Technology of India, will be sharing their thoughts and visions with over 2,000 congress delegates.

About Metrological

Metrological Group, founded in 2003, is headquartered in Rotterdam, The Netherlands. The company focuses on the development and implementation of innovative hardware and software products. Its subsidiary Metrological Media Innovations specializes in media technology for both the "business to business" and "business to consumer" market. In 2009 the company introduced Mediaconnect TV, a next generation generic open media platform, based on the Intel® CE Media Processing technology and powered by the Metroconnect Operating System. Metrological enables Media Service Operators, content providers, equipment manufacturers and retailers, to deliver branded tailor-made Over-The-Top Home Entertainment Media services, by offering a white labeled end-to-end media platform, based on standard TV Widget technology. To learn more about Metrological's products please visit www.metrological.com

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