

Metrological Expands Americas Team

Michael Pohl joins as Strategic Advisor Wouter van Boesschoten named as VP of Technology and Innovation

Rotterdam, Netherlands – January 20, 2016 – [Metrological](#) is announcing two new executive appointments that expand the company's sales and technical support for North and South America. Michael Pohl has joined the company as Strategic Advisor and Wouter van Boesschoten has been named as VP of Technology and Innovation.

Michael will focus on business development activities in North and South America and provide strategic direction for the company's expansion into this market, working closely with Jeroen Ghijsen, CEO of Metrological. Wouter will head Metrological's technology development and lead technical support for key customers in North America, reporting to Albert Dahan, Metrological's CTO.

"Michael and Wouter have the right skillset to help us serve our existing base in the Americas and to take advantage of the tremendous opportunity for Metrological in the region," said Jeroen Ghijsen, CEO of Metrological. "The future of TV is app centric and multichannel video programming distributors (MVPDs) are coming to us to take the next steps in their TV app strategies. They are adopting application framework technology that streamlines app deployment and gives them the flexibility to deliver personalized TV app experiences on any device."

Michael Pohl is a 30 year veteran contributing to the cable industry's development and adoption of innovative technology. He is currently a Member of the Board of Directors for Ascent Capital Group Inc., ThinkAnalytics and has an advisory role with Cross MediaWorks after the acquisition of BlackArrow. He was previously Chairman of the Board for BlackArrow and BigBand Networks and a member of the Imagine Communications and Canoe Ventures™ advisory boards. Michael is a recipient of the Vanguard Award, a member of the Cable TV Pioneers and actively involved with CableLabs®, CTAM and NCTA.

Wouter van Boesschoten is an experienced software solutions architect for the TV industry. Most recently, Wouter was responsible for solutions architecture at SeaChange where he made high level design decisions for the company's set-top box/consumer premise equipment solutions, encompassing (network) PVR, VOD, Web Applications, RDK middleware as well as working on new innovation projects. Wouter joined SeaChange through the company's acquisition of eventIS, a provider of VOD and linear broadcast software and related services, where he was a solution architect, developing TV and VOD headend products. He holds a Bachelor's degree in electrical engineering.

Metrological's Application Platform offers full lifecycle support for operator App Stores and content provider apps. The application framework approach enables MVPDs to manage its App Store via the Metrological Dashboard and App Manager, which provides access to business intelligence data and marketing analytics. MVPDs can customize their own branded app store for each market using Metrological's 250-plus App Library of premium apps or build their own apps with an open source SDK. The Metrological Application Platform acts as a device and software agnostic framework so MVPDs and content owners only have to develop a single version of an app once to make it work on any device that runs the Metrological Application Platform.

About Metrological

Metrological enables MVPDs to personalize their TV experience, delivering a complete product suite to launch, manage and monetize branded TV App stores and user experiences. Leveraging its cloud-based Application Platform, Metrological delivers lifecycle app support, enabling MVPDs to bring together all content sources into a single viewer experience across any device. Via the Metrological Application Platform, content providers reach more than 20 million households with a single app across operator networks that run the Metrological Application Platform. The company's customer base includes cable and telecommunications companies such as Ooredoo and Liberty Global, as well as leading content providers and app developers. Founded in 2005, Metrological is based in The Netherlands with offices in the U.S. and Europe. For more information please visit www.metrological.com.

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