

## Representative Vell Placement

**RAY PAYETTE**  
**VICE PRESIDENT, DEVELOPMENT**



Ray Payette has joined Extend Media, a leading provider of software solutions to the digital and media industries, as Vice President of Development. Extend Media, based in Toronto, Ontario, Canada, is well known in the broadband content world for the creation, distribution and operation of secure content services over multiple networks and development. Ray is a retired Air Forces officer who brings with him over 17 years of leadership experience in all aspects of application software development.

As Vice President of Engineering and GM of ExtendMedia's Canadian operations, Ray's primary responsibilities include all aspects of product delivery and the daily oversight of the Canadian operation. Ray joins ExtendMedia from Cartesis where he was the Vice President of Engineering for their Toronto Division. Additional previous experience includes Vice President of Engineering for Hyperion Solutions in Stamford Connecticut, Director of Development at BCE Emergis and he additionally spent the last ten years of his career in uniform undertaking all aspects of software development from programming, product management and project management. During his last five years in the military Ray was the Officer in Charge of the non-weapons system software unit with responsibilities for numerous national software projects.

Ray received his BSC from Dalhousie University in Halifax Nova Scotia and when he is not in Toronto he can be found on his hobby farm north of Brighton Ontario.

### **About Extend Media**

Extend Media founded in 1991, provides digital television services software and related products. The company's products are used in such areas as digital and enhanced broadcasting, interactive advertising, and digital content management. Its flagship product, OpenCASE, allows media and digital content providers to transform products and data into managed content services across multiple networks and consumer devices. ExtendMedia also provides services in designing, developing, and commercializing content services. Clients include communication and media companies such as Cablevision, ESPN, Sony, BCE and Tribune.