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Perspectives On IPTV - This Workshop Is A Fast-Paced, Executive Overview of the Challenges & Opportunities of IPTV.

Conklin-Intracom has brought together those whose vision continues to drive the IPTV status quo. The result is a day of programming providing unique insight into the current and future state of the industry. Delve into the ever-changing horizon of IPTV, hear the first person experiences of vanguard Telcos among the early adopters to roll out IPTV services. Discover what developments are on the horizon for IPTV customer premise equipment. Exciting things are happening in the future of IPTV content - hear how broadcasters are responding to changing viewing patterns and technologies. Uncover the potentially disruptive technologies that will shape the access networks of tomorrow as they continue to evolve to support increasingly complex communications and entertainment services.



Hosted & Sponsored By:



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| Booth #633

| The Latest In Integrated IPTV Solutions

## Perspectives On IPTV Workshop | Agenda\*

Anaheim Convention Center, Room 204C, Tuesday, November 11, 2008, 9am-3pm

### 9:00-10:15am "Access Network Architectures & Implications for the IPTV market"

Topics to be discussed include:

Disruptive technologies, Compare/contrast differing architecture methodologies, QoS issues, parameters & monitoring

Speakers:

- KEVIN BOURG, Sr. Dir. Int'l Sales Engineering & Market Dev, Enablence Technologies, FTTx Networks Div
- COLT LAWTON, Solutions Marketing Director, Calix
- DOV ZIMRING, Director, Strategic Technology and Solutions, Occam Networks
- ED BUCHNER, VP Business Development, Pannaway Networks

### 10:20-11:30am "New technologies in STBs and home networking equipment for the IPTV environment"

Topics to be discussed include:

New technologies on the horizon, compare/contrast different networking architectures

Speakers:

- RICK SAILOR, VP of Sales, Americas, Amino
- MARCIN PAKULA, Technical Marketing Manager and Director of Business Development for IPTV, ADB
- ROD BALLARD, Manager of the Applications Engineering Group, POWER & TEL
- NED MOUNTAIN, COO, WEGENER

### 12:30-1:40pm "IPTV Content – Now, New & Next"

Topics to be discussed include:

Responses to disruptive technology, changing viewing patterns, new content formats (interactive/on demand/etc.)

Speakers:

- WALT DAVIS, Product Management Director, IP Prime, SES Americom
- DAN DAINES, General Manager ViP-TV by EchoStar
- KEVIN KENWORTHY, COO & EVP, NTTC
- AMY SHAPIRO, Compo Digital Group

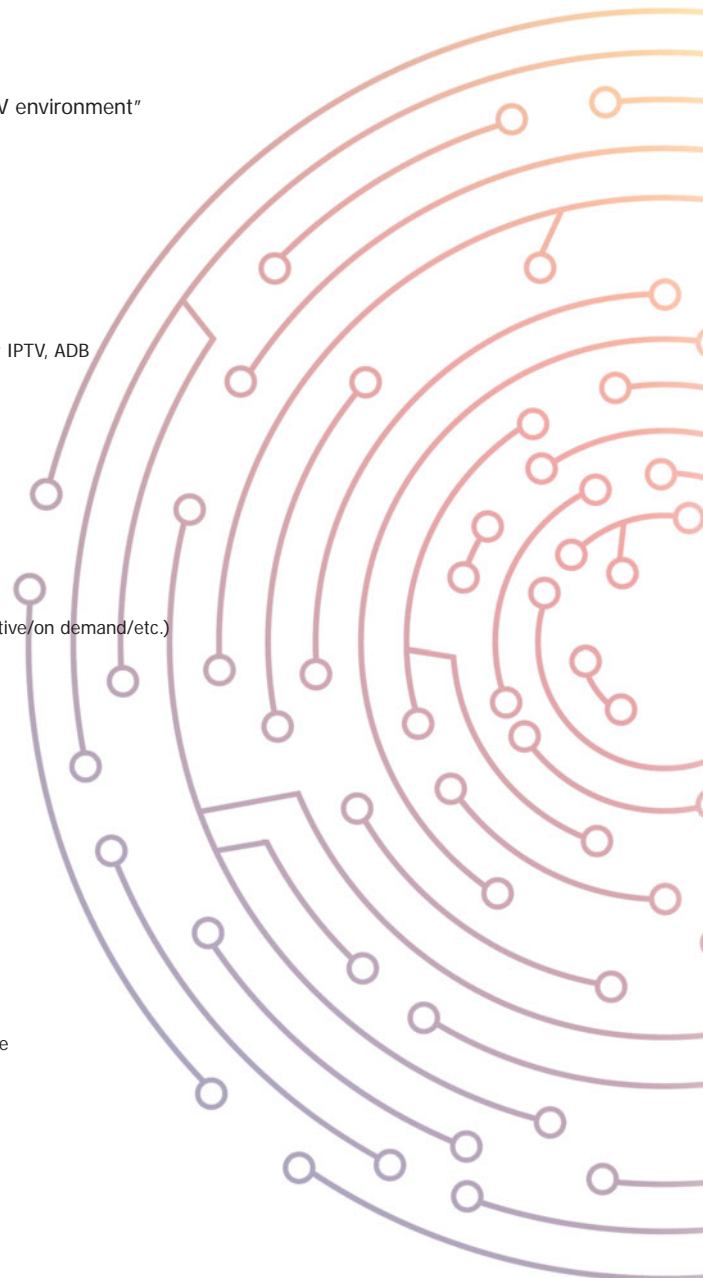
### 1:45-3:00pm "Lessons Learned From IPTV deployments"

Topics to be discussed include:

Business case preparation, affiliate contract negotiations, system integration, quality of service


Speakers:

- LYNN PIKE, President & CEO, BTC Broadband
- BILL TRELEASE, VP & CTO, Delhi Telephone Company
- DALLAS COX, Manti Tele Communications Company
- GARY MCGILLIVRAY, VP Sales & Marketing, Bruce Telecom




## Perspectives On IPTV Workshop | Speaker Bios


Thank You To All The Speakers Who Gave So Generously Of Their Time To Turn This Workshop Into A Unique Learning Experience

ROD BALLARD, Manager of the Applications Engineering Group 

Following a six year service in the United States Air Force (Vietnam Era) as an Intelligence Officer, Rod began his career in a sales & marketing role with Motorola Communications & Electronics. His career continued through a variety of executive sales, marketing & technology roles with General Electric, Alcatel, Wavetek (now Acterna/JDSU), Thomas & Betts & Canoga Perkins. Primary technology strengths included voice, video & data services over coaxial, copper, optical, copper & wireless networks, within the Telecommunications, CATV, Satellite, Broadcast, Electrical Utility & Enterprise markets. Rod joined Power & Telephone Supply in 2006 where he leads the Applications Engineering Group in support of customer network considerations within the Telephone, Broadband & Enterprise market groups. He holds a BS Degree in Financial Management, an MA in Marketing & numerous industry technical certifications. Rod is a professor at the Liberty University School of Business, Lynchburg, VA where he teaches a variety of business & marketing courses in the Distance Learning Program (DLP).

KEVIN BOURG, Senior Director of International Sales Engineering and Market Development, FTTx Networks Division 

Kevin Bourg (kevin.bourg@w7optics.com) received his B.S. in computer science from the University of Southwestern Louisiana and his M.S. in software engineering from Southern Methodist University. He previously worked for Nortel and Nera Telecommunications and is presently Senior Director of International Sales Engineering and Market Development, Enablence Technologies, FTTx Networks Division.

ED BUCHNER, VP of Corporate Marketing and Partner Development 

Ed Buchner joins Pannaway after a 25 year career with Siemens Communications. That career started after Ed's early operations and engineering years with New York Telephone and PBX builder TeleResources. In 1983 Ed joined ROLM as a sales rep and has held both sales and marketing management positions with the subsequent owners, IBM and Siemens. Ed's most recent assignment was Director Business Development for Siemens Carrier Networks with particular focus on PON and VoIP solutions.


DALLAS COX 

DAN DAINES, General Manager VIP-TV by 

Dan Daines is a pioneer of the IPTV industry with a 26 year track record in networking, telephony, video compression and IPTV businesses. He is a veteran of DiviCom (Harmonic), ViewGraphics (Optibase) and EpisodeMedia. Dan brings his own brand of real world experience and strong opinions about Internet Protocol Television.

WALT DAVIS, Product Management Director, IP Prime 

Walt Davis joined SES AMERICOM as Product Management Director for AMERICOM's IP-PRIME service. IP-PRIME transports IP-encapsulated H.264 video streams, both standard definition and high definition, to telcos and MSOs via satellite. Prior to AMERICOM, Walt was the product manager for Cavalier Telephone's commercial H.264 IPTV rollout in Richmond, Virginia. He has extensive experience in developing and managing broadband fiber/xDSL products for packet-video applications in North American, European, and Asia-Pacific markets. Mr. Davis received his bachelor's degree in Electrical and Computer Engineering from Drexel University in Philadelphia, PA, and his master's degree in Electrical Engineering from the University of Maryland, College Park, MD.

KEVIN KENWORTHY, COO & EVP 

NTTC/National Telco Television Corporation Co-founder, COO and Executive Vice President- Programming Product Development and Marketing - Mr. Kenworthy was key in formulating the operational models of the company and it's parent corporation as well as authoring a US patent for centralized telcom deployment of television services. He is responsible for the negotiation of all programming content licensing for the NTTC. Prior to joining NTTC/TTC, Mr. Kenworthy produced and created television programming for networks including TNN, Speed Channel, ESPN and Fox Regional Sports. He has also worked alongside many of today's leading IPTV vendors through trials and recommendations of multi-company delivery solutions. He is responsible for the company's IDS division which provides members with recommendations for programmer approved content delivery technologies as well as ongoing support for technological launch processes. Mr. Kenworthy is a graduate of Old Dominion University, Norfolk, VA.

GARY MCGILLIVRAY, VP Sales & Marketing 

Gary McGillivray is Vice President of Sales and Marketing for Bruce Telecom, an Independent Telco located in Southwestern Ontario. He has been involved with the company for over 30 years and in 1993 he became Manager of Sales and Marketing. Currently he holds the position of Vice President of Sales and Marketing. Gary's team is responsible for the positioning and roll-out of Bruce Telecom's IPTV service to its subscriber base. In addition, Gary was responsible for obtaining affiliate agreements from the networks for their current channel line-up.

COLT LAWTON, Solutions Marketing Director 

Colt Lawton is a veteran of three successful telecommunications system start-ups. Colt was responsible for IOC and National Account sales at Calix through the company's start-up years as their RVP of Sales. Most recently Colt has been Marketing Director with responsibility for the company's seven largest National Account customers. Calix is a leading producer of high-speed access systems for Communications Service Providers. Prior to Calix, he was Director of National Account sales for AFC a leading provider of optical based access systems acquired by Tellabs. Colt's initial start-up success came as an early team member and Regional Sales Manager for Teradyne Telecommunications Division. Colt has a BSEE in Electrical Engineering from the University of Michigan.


NED MOUNTAIN, COO 

Ned L. Mountain is President and Chief Operating Officer of WEGENER. He has been with WEGENER for the past 25 years serving in numerous domestic and international sales, marketing, and management positions. He has been a member of the NCTA engineering committee and served as co-chair of the Quality Sound subcommittee. He has been involved in numerous cable-related projects including the satellite digital network control system used by major programmers as well as the satellite system used by most of the Fox Sports Networks. Prior to joining WEGENER, Mr. Mountain's prior experience includes corporate Senior Engineer with the former UA-Columbia Cablevision, and Systems Engineering Manager for Motorola Communications. Mr. Mountain has a BSEE from the University of Pittsburgh.

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## Perspectives On IPTV Workshop | Speaker Bios


Continued From Inside

MARCIN PAKULA, Technical Marketing Manager and Director of Business Development for IPTV 

Marcin joined ADB in 2005 as Product Manager within the Company's R&D Group. During this period he managed many of ADB's IPTV customer product development projects, playing a key role in the development of ADB's presence in the IPTV marketplace. He is now responsible for all technical communication with ADB's partners and customers and actively supporting sales and product management teams in all technical and commercial aspects. Prior to joining ADB, Marcin worked as a Research Engineer at Mikkeli Polytechnics. He holds a B.Sc in Telecommunication Management from Mikkeli University of Applied Sciences and an M.Sc in Silicon Technology from Delft University of Technology.

M. LYNN PIKE, President & CEO 

M. Lynn Pike is President and Chief Executive Officer of BTC Broadband. With more than 37 years telecom experience, Pike offers a comprehensive industry background, including serving as President/CEO of Warwick Valley Telephone (New York). At Warwick, he managed the successful launch of TV quality video (the first company to do so in New York and New Jersey.) Pike also previously held the position of Vice President/COO for Geneseo Communications (Illinois) and was Managing Director for United Telecom Investments (Hungary). Pike serves as board member to both the Daily Family YMCA and the Bixby Community Outreach Center. He is also active in the Bixby Chamber of Commerce and Rotary Club of Bixby. He finds the community and BTC employees very open and welcoming. "I am really excited about bringing IPTV and other IP entertainment and communication products and services to the BTC Broadband markets."

RICK SAILOR, VP of Sales, Americas 

Rick Sailor brings 35 years of experience in the telecommunications industry (9 years of which have been in IP-based solutions) to his role as VP Sales Americas for Amino Communications LLC. During his career, he has been responsible for the successful business development of several manufacturing telecommunications companies, interfacing with sales and account management teams focused on Independent and regional 'Bell' Telco's. His background includes members of the communications value chain such as DSLAMs, outside plant facilities and central office infrastructure. Prior to joining Amino in 2004, Mr Sailor was responsible for developing the market position of Net 2 Net Technologies, a manufacturer of IP-based DSLAMs, in the Midwest region of USA.

AMY SHAPIRO 

Amy Shapiro spent fifteen years at Universal Pictures, rising to Vice President of the Pay Television Group. While at Universal, she was responsible for Pay TV, PPV and VOD sales. At Century Cable she was responsible for PPV and interactive services across the country. In 1995 she started her own consulting firm, with clients such as Kinnevik, Antenna TV, Discovery Japan, Nordisk Film and Nortel. In 2000, she formed Compo Digital Group. Her clients have included Mesh Networks, Iowa Network Services, Cavalier Telephone, Avail Media, Conklin Intracom, Terayon, Warwick Valley Telephone, Calaveras Communications, Volcano Communications and Clear Lake Telephone.

BILL TRELEASE, VP & CTO 

Bill is a 30+ year veteran of Delhi Telephone Company and has served in many capacities. His current position as VP and Chief Technology Officer has allowed him to play a leading role in the assessment and deployment of several new technologies (relative to Delhi Telephone) including Internet connectivity, HFC video, video via vDSL, video and voice over IP, various home networking technologies, and server virtualization and clustering.

DOV ZIMRING, Director, Strategic Technology and Solutions 

Dov Zimring joined Occam Networks in 2000 as a Software Engineer helping to pioneer the Broadband Loop Carrier product category. Zimring's expertise with IP Multicast and Multimedia Networking led him to the field, in support of Occam's first IPTV deployment. As a result of his first-hand experience with the challenges and opportunities service providers face when deploying IPTV and other emerging bandwidth and media rich services, Zimring began focusing on operational Best Practices, editing multiple works in the area of Best Practices for IPTV deployments, while also co-authoring the On-Line Reconfiguration Test Suite at the University of New Hampshire's DSL Interoperability Labs. In addition, Zimring plays a key role in guiding Occam's future product offerings. Zimring is a veteran technical lead in over 40 commercial IPTV deployments, has a Bachelors and Masters Degree in Computer Science from UCSB and an MBA from UCLA.

For Workshop Registration Information, visit [www.telcotvonline.com](http://www.telcotvonline.com) or stop by one of the on-site registration booths

**For More Information On Conklin-Intracom's Intelligent Personal TV™ Integrated IPTV Solutions, visit [www.conklin-intracom.com](http://www.conklin-intracom.com), stop by booth #633 for a demo, or contact your regional Sales Director:**

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MidWest | Tom Swan | [tswan@conklin-intracom.com](mailto:tswan@conklin-intracom.com)

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