

## **VIDEO DELIVERY WORKSHOP**

CalCom Spring Conference

1:00 PM – March 14, 2007

**Who should attend:** This Workshop is targeted towards Technical Managers, although anyone who wants to hear the latest about what's happening in the delivery of video services in California should consider attending. Anyone can register for this workshop for a fee of \$50. This is a stand-alone workshop and reception, so there is no requirement to pay the general Spring Conference fee. However, anyone who wants to come a day earlier to play golf or attend other Spring Conference events, should register through the web site for those events separately. Here's the link: <http://caltelassn.com/Conf2007/attendees.htm>

**Subject Matter:** Hear about the progress, problems and solutions for rolling out video services in California. The speakers will take you through the process of delivery, from Set Top Boxes, to Middleware, to IPTV / Video Head End, identifying the areas that are fully developed, those that are still experiencing growing pains and the bottlenecks, i.e. where the most difficult problems are arising and how they might be resolved.

### **AGENDA**

- 1:00 – 1:30 Keynote Speaker – Chris Boyer, AVP External Affairs, AT&T
- 1:30 – 2:30 Panel 1 – AT&T Rollout  
Moderator --- Chris Boyer, AVP External Affairs, AT&T  
Vendors: Set-Top – Scientific-Atlanta - TBA  
Middleware – Microsoft - TBA  
Headend - Motorola - TBA  
Q&A during Panel Discussion
- 2:30- 3:00 Speaker - Mike Carney, NRTC on Business Model & Content
- 3:00 – 3:15 Break
- 3:15 – 4:45 Panel 2 – Mid-sized and Small Company Video Rollouts  
Moderator – Alan Shearer, Ponderosa Telephone  
Companies: Dan Richardson – Calaveras Telephone  
Scott Barber – SureWest Communications  
Mitch Drake – Kerman Telephone  
David Tilley -- Churchill Telephone, Nevada  
  
Q&A During Panel
- 5:00 – 7:00 Reception – Hosted Bar  
Co-sponsors: Tellabs, AT&T, (and others)

NOTE: this workshop can be attended separately from the CalCom Conference for an attendance fee of \$50 per person. We hope to have enough co- sponsors for the reception to cover the hosted bar.