

IPTV: End-to-End

SMPTE Digital Content Connection & VSF VidTrans 2007 Joint Conference

January 21-24, 2007

Buena Vista Hotel, Orlando, FL

Sponsored by SMPTE and the Video Services Forum (VSF)

SMPTE and VSF will join forces once again to deliver a top-notch, combined conference in 2007. It will provide attendees information on the latest advances in Motion Imaging and Video Transport Services, with a core theme of IPTV and internet broadcasting. This event is a unique gathering of service providers, equipment manufacturers, end users, and others involved with the dynamic world of television and video. Covering IPTV from End-to-End, the conference is sure to deliver an enlightening program on one of the hottest topics in the industry today.

PROGRAM AND CONTENT

Tutorials

IP Broadcast Video Fundamentals: Part I—IP Video Technology
(Monday, following the morning sessions)

IP Broadcast Video Fundamentals: Part II—Multicast Technology
(Wednesday, before the afternoon sessions)

Monday

Morning

IP for B2B/Broadcast: File-Based Workflow and Infrastructure—SMPTE Session

This session will focus on progress and issues in file-based broadcast TV workflows, equipment, and tools. Both SD and HD object topics will be discussed. Papers on asset management, content preparation, as well as content use and other needed operational tools will be presented.

Afternoon

IPTV to the Home—Progress and Challenges—VSF Session

This session will focus on progress that has been made in content delivery to the home. It will also outline the challenges that remain. Presentations include an AT&T report on progress and issues, discussion of set-top boxes, and more.

Tuesday

Morning

Content Anywhere—The Promise and Reality of New Technologies—VSF Session

This session looks at the promise of delivering content through the chain from the remote venue to the TV set, to mobile devices, to laptops. It addresses some of the realities in meeting this new paradigm. Presentations include practical discussion of issues around HD transport, content reformatting for different platforms, rights issues, and more.

Afternoon

File-Based IP for B2C/Consumer: (Internet and Mobile)—SMPTE Session

This session will feature discussions of IP tools, technology, and file-based workflow (or content download) for consumer distribution in internet and mobile environments. Technologies for preparing objects, platform transcoding, DRM, watermarking, serving/hosting, and distribution will be discussed.

Wednesday

Morning

Streaming Media IP for B2C/Consumer: (Internet and Mobile)—SMPTE Session

This session will explore stream-based distribution of video content over IP transports (mainly internet or mobile TV) to consumers and the technology, and tools and issues behind these types of services.

Afternoon

Focus on Quality—Delivering the Right Content at the Right Quality—VSF Session

This session will focus on designing and measuring your network to ensure that delivered content meets quality expectations. Presentations include report on interop demo, FEC progress report, report on other FEC methods, and more.

This program is subject to change without notice.

Aspire Learn Advance

Special Events, Food, and Beverage!

Our special events give you a chance to get better acquainted with fellow attendees, speakers, and vendors. We lend a new meaning to the word “networking!”

Welcome Reception

Sunday, January 21—7:30 p.m. - 9:00 p.m.

Join us for good company, food, and drinks at the Welcome Reception and Exhibition Sneak-Preview in the exhibition area.

Ice Cream Social

Monday, January 22—4:45 p.m. - 5:30 p.m.

Come to the Ice Cream Social in the exhibition area on Monday, immediately following the day’s sessions.

Java Connection

Tuesday, January 23—4:45 p.m. - 5:30 p.m.

Don’t miss the Java Connection—grab a cuppa cuppa and a cookie, and tour the exhibition area on Tuesday, immediately following the day’s sessions.

Continental Breakfasts

Daily—7:30 a.m. - 8:30 a.m.

On Monday, Tuesday, and Wednesday morning, join fellow attendees for a continental breakfast. These are great opportunities to talk about the many things being discussed in the technical sessions.

Mid-Morning Break

Mid-morning is the perfect time for a coffee or tea break, and each morning we’re supplying the coffee and tea.

Get-Together Luncheons

Daily— 11:45 a.m. - 1:15 p.m.

Don’t miss Monday, Tuesday, and Wednesday’s Get-Together Luncheons, another chance to get better acquainted with attendees, speakers, and vendors.

Mid-Afternoon Break

Cool down with a refreshing, complimentary beverage, maybe check your e-mail; but hurry back, you don’t want to miss any of the presentations!

EXHIBITION

Come and see the hottest technologies and services to hit the telecom and motion imaging industries. Check out products, examine the latest innovations, and network with exhibitors, all at the SMPTE/VidTrans Technical Exhibition

EXHIBITION HOURS

The Exhibition will be open for Sunday evening’s Welcome Reception and Exhibit Preview from 7:30 to 9 p.m. It will then be open on Monday and Tuesday from 10 a.m. to 6:00 p.m.

REGISTRATION

Online Registration

For easy online registration, just go to the Conference website at www.smppte.org and click the *Registration* button.

Onsite Registration

Sunday, January 21

3:00 p.m. - 9:00 p.m.

Monday, January 22

7:30 a.m. - 5:00 p.m.

Tuesday, January 23

7:30 a.m. - 5:00 p.m.

Wednesday, January 24

7:30 a.m. - 2:00 p.m.

Registration Packages

Full Conference Registration

Includes admission to all technical sessions, the Exhibition, the Welcome Reception, Continental Breakfasts, Get-Together Luncheons, Cookie Connection, and Ice Cream Social.

One-Day Registration

Includes admission to all technical sessions on select day, admission to the exhibition area, and any food/beverage events on selected day.

Speakers Registration

For conference presenters, chairs, and co-chairs only.

Students

Includes admission to all technical sessions, the Exhibition, Welcome Reception, Continental Breakfasts, Get-Together Luncheons, and Ice Cream Social. Students will be required to supply advisor's name and number and present school ID at the onsite registration.

Exhibitor Pass

For those who can't take in the conference, but would like to see the Exhibition, this pass gets you into the exhibit hall.

Exhibitor Personnel Food/Beverage:

Additional exhibit booth personnel over and above those included in your Exhibiting package, who wish to be included in food and beverage events, can purchase a pass for \$175 per person. It allows participation in hospitality events only and not entry into conference sessions.

Can't Come to the Conference, but Want to See the Exhibits?

We'll have onsite registration for an Exhibit Only pass, so if you can't attend the conference sessions, you can at least tour the exhibition area. The \$25 pass gets you in to see the latest developments in the motion imaging and transport technologies.

The Buena Vista Palace Hotel Special Conference Room Rate

The discounted room rate is \$189/night. We urge you to take advantage of this special rate, and support SMPTE and the VSF by staying at the Buena Vista Hotel. You benefit by doing so, because it helps us keep our conference fees as low as possible. **The deadline for receiving this rate is January 5, 2007.**

Online Reservations

For online hotel reservations, just go to the Conference website at www.smpte.org, and click the *Hotel and Travel* button.

Phone Reservations

The direct phone number to the reservations department is (866) 397-6516. Attendees must identify themselves as part of the Society of Motion Picture & Television Engineers and Video Services Forum Inc. Joint Conference, group/meeting to receive the group rate

Sponsorship and Advertising Opportunities An easy way to gain additional exposure for your company

By sponsoring an item or event, your company is exposed to a highly-targeted audience of industry executives. You'll also reach new customers while solidifying relations with existing ones. When attendees know that you've supported their conference, they'll associate your company with the cutting-edge advancements that shape the industry.

In addition to exclusivity of the sponsorship, all sponsors receive:

- Company's logo on the IPTV End-to-End conference website with a link to the sponsoring company's website
- Company's logo thank-you in the award-winning *SMPTE Motion Imaging Journal*
- Company's logo in all event advertising
- Company's logo displayed onsite
- Company's logo in the final conference program guide
- Company can register its employees under the reduced rate provided for speakers

To see what sponsorships are still available, go to the sponsorship link on the Conference website at www.smpte.org; just click the *Sponsorship* button.

About the Buena Vista Hotel

From the moment you arrive, the friendly staff at this inviting hotel will roll out the red carpet for you. The staff at Buena Vista provide the ultimate in service, so you can have a comfortable and enjoyable conference experience. They'll handle every detail of your stay, and you will discover the spacious comfort of their award-winning facilities. For more than two decades, the Buena Vista's prestigious Orlando conference center has led the industry in creativity, technology, and service. Along the way, they've won every major award including the Golden Key Award, Pinnacle Award, Award of Excellence, Planners Choice Award, and the Inner Circle Award.

Buena Vista Palace Hotel
1900 Buena Vista Drive
Lake Buena Vista, FL 32830-2206