

IPTV: End-to-End

SMPTE Digital Content Connection & VSF
VidTrans 2007 Joint Conference

January 21-24, 2007

Buena Vista Hotel, Orlando, FL

SMPTE and the Video Services Forum (VSF)

Aspire
Learn
Advance

PROGRAM AND CONTENT

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.

Using IT Storage for Cameras, *Bob Edge*, Thomson

MXF Interoperability in a Versioning or Multilingual Environment, *Clyde Smith, Ron Tarasoff, et al.*, Turner/Time Warner

The IPTV Master Control and Playout System, *Ian Fletcher* and *Jay Schwartzberg*, OmniBus Systems, Inc.

Video Compression Technologies, *Richard A. Bullock*, Tandberg Television

New Integrated Workflows for Broadcast Facilities, *Chris Lennon*, Harris

HD Content Object Format and Interoperability within the Broadcast Content Distribution Supply Chain, *Jamie Meyer*, Pathfire, Inc.

Get-Together Luncheon

Monday, 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.

SMPT2022: A Standard for Securing Transport of Video Feeds over IP, *Mary-Luc Champel*, Thomson

FEC Approaches for IPTV, *Mark Watson*, Digital Fountain

Fast Channel Change and FEC for the IPTV System, *Jiwang Dai, John Li, Xiuping Lu* and *Alan Stein*, Thomson

NIST-ATP Video Enhanced DSL (VeDSL) 2007 Update, *Michael A. Isnardi*, Sarnoff Corp.

Advances in IETF Standards for IP Multicast Video Delivery, *Marshall Eubanks*, AmericaFree.TV

JPEG-2000 for Contribution of Multiformat Television over IP, *Helge Stephansen* and *Johnny Dolvik*, T-VIPS AS

Network Access Architecture for Multi-Unit Dwellings: A Deterministic Protocol and Streamlined Operations for Exceptional Video Services, *Chris Knight* and *Curtis Siller*, Ph.D., Rivulet Communications, Inc.

Tuesday, Morning

Panel Discussion: Content Anywhere—The Conflict Between Content Creators and Content Consumers—VSF Session

Content creators want to have their content everywhere, and would like to make money doing it. Content consumers, especially young consumers, would like to have their content delivered on whatever device they happen to prefer at the moment without any restrictions, and they are not particularly focused on protecting content owners' rights.

Expert Speakers

This panel discussion starts with a description of the current legal environment and then expands to explore the different points of view regarding this important topic.

With experts *Bob Plumber*, DirecTV; *Rich Friedel*, Fox; *Clyde Smith*, Turner/Time Warner; and *Harry Katz*, Arnold & Porter

Get-Together Luncheon

Tuesday, 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.

Content Security in Production and Broadcast Applications, *Ray Baldock*, Thomson

Archiving Movies in a Digital World, *Dave Cavena*, Sun Microsystems

The Powerful Media Library: Why You Need One and How to Keep Consumers Visiting, *Hilmi Ozguc*, Maven Networks

The Future of TV and the Internet—TV 2.0, *Ronen Mizrahi*, TVersity Inc.

Advanced Content Management and Distribution, *David Parisi*, AT&T

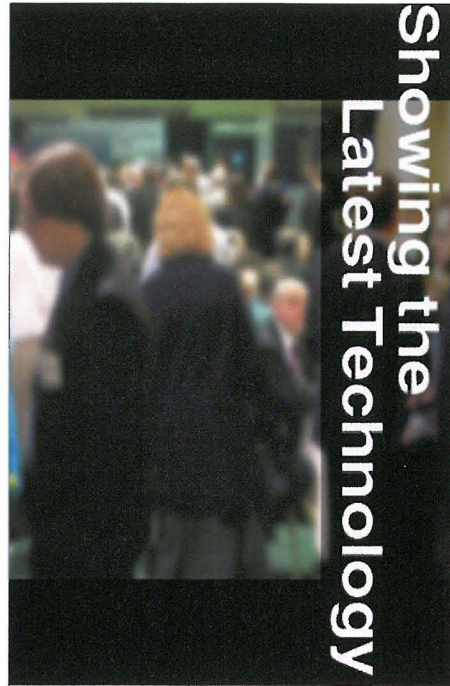
Advanced Audio for Advanced IPTV Services, *Roland Vlaicu*, *Oren Williams*, Dolby Laboratories, Inc.

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.

A Tutorial on DVB-H and MediaFlo Platforms and



Technology, *Joao Gonzaga*, Convisual, Inc.

Highly Performing and Scalable Content Storage and Delivery Solutions for Internet Broadcasting, *Sudhir Srinivasan*, IBRIX

Apply Digital Watermarking to Home Entertainment CDNs, *Reza Rassool*, Widevine Technologies, Inc.

Making Mobile Audio/Video a Reality with Programmable DSP Devices, *Tim Simerly*, Texas Instruments

Tutorials

IP Broadcast Video Fundamentals: Part I—IP Video Technology, *Charles Ganzhorn*, Cisco Systems

Get-Together Luncheon

IP Broadcast Video Fundamentals: Part II—Multicast Technology, *Beau Williamson*, Cisco Systems

Wednesday, 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.

IPTV: Developments in Cross-layer Video Diagnostics, *Chris R. Purdy*, Tektronix Cambridge Ltd.

Video Quality Assessment in the Presence of IP Packet Impairments, *Pierre Costa*, SBC Laboratories

Applying the VSF Test and Measurement AHG Video over IP Metrics for IPTV Quality Assurance, *James Welch*, IneoQuest Technologies

The Challenges of MPLS for IPTV Video Transport—Media Links, *Wes Simpson*, Telecom Product Consulting, and *John Dale*, Media Links

Please note that as of press time, the program above has been developed. Although the daily session lineup is in order, the listed papers do not reflect the order in which they will appear. This program is subject to change without notice.

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.smpte.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, Java Connection, and Ice Cream Social.

One-Day Registration

Includes admission to all technical sessions on selected 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.

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 topics 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!

Special Events

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.

Online Hotel 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.

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 Hotel
1900 Buena Vista Dr.
Lake Buena Vista, FL
32830-2206



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 *SMPTA 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.