



SCTE SUMMER LECTURE MEETING & MERCEDES-BENZ DRIVING EXPERIENCE



to be held on

THURSDAY 5th JULY 2012

at

MERCEDES-BENZ WORLD
Mercedes-Benz World Theatre, Brooklands Avenue
WEYBRIDGE
Surrey
KT13 0SL

Registration at 9.30 am

“SCTE SUMMER LECTURE MEETING & MERCEDES-BENZ DRIVING EXPERIENCE”

For this very special SCTE event, we are combining our Summer Lecture Meeting with an exhilarating Mercedes-Benz driving experience and tour to make this a totally unforgettable day – we very much look forward to sharing it with you!

As you will undoubtedly know, Brooklands is celebrated as the birthplace of British motorsport with pioneering race meetings held there since 1907. Evocative sections of the original track still survive alongside the new and unique purpose-built Handling Circuits. Mercedes-Benz World houses historic cars such as the Gullwing giving you an insight into the making of a legacy.

9.30 am COFFEE AND REGISTRATION

10.00 am *Chairman’s Keynote Introduction and Overview*

10.05 am “Creating a Brighter Future”
Nadia Babaali, Communications Director
FTTH Council Europe

This presentation will cover FTTH (Fibre to the Home) worldwide, including a global ranking and analysis, with a special focus on market status of FTTH in Europe, a summary of the situation in European ‘FTTH countries’ and a forward market forecast for FTTH.

10.50 am “Video Analytics for Multiscreen – Providing Insight into the New Realm of Video Delivery”
Stuart Newton, General Manager Europe, Middle East & Africa (EMEA)
IneoQuest Technologies

Video delivery to multiple screens is now a major objective for service providers, broadcasters and content providers the world over. Anyone with valuable content wants to get their content to as wide an audience as possible via tablets, phones, set-top-boxes, games consoles and smart TVs.

The delivery architecture is very different to traditional multicast IPTV or cable infrastructure and the use of content delivery networks (CDNs) for wholesale carriage of the video adds an “unknown” element for many service providers and broadcasters. This presentation will take a look at the delivery methods and challenges for multiscreen video and provide an insight into some of the analytics benefits enabled when moving to multiscreen video.

11.35 am “Introduction to CCAP”
Asaf Matatyaou, Director, Cable Edge & Access Solutions
Harmonic

There is no debate as to whether a transition to an all-IP network is occurring. With a growing demand for video and an increase in device numbers and types, the question at hand is what architecture and what type of headend equipment can provide MSOs with the necessary tools to handle the unpredictable rate of transition between broadcast to unicast and from VOD to IP Video.

The Converged Cable Access Platform (CCAP) specification defines a category of equipment and reference architecture that resolves key issues associated with the transition to an all-IP network.

The purpose of this presentation is to introduce the CCAP reference architecture and product requirements, as defined by the CCAP specifications. Additionally, the migration path from current generation EQAMs and CMTSSs is presented. The conclusion is clear that the CCAP reference architecture and products that adhere to the key elements of CCAP requirements provide MSOs a clear solution, propelling them towards an all-IP world.

12.20 pm Questions and Closing Remarks
Dr Roger Blakeway, President
SCTE

**12.30 pm BREAK FOR LUNCH IN THE AMG THEMEFIELD
(OVERLOOKING THE HANDLING TRACKS)**

1.30 pm TRACK BRIEFING

For those guests participating in the driving experiences, there will be a track briefing session in the MBW Theatre. Guests will be required to sign disclaimers and show their driving licences (see note below). Any guests not doing the driving, can have a more leisurely lunch until 2.00 pm.

IMPORTANT INFORMATION FOR ALL DRIVERS

If you are taking part in the afternoon driving experiences, it is essential that you bring your driving licence with you (both the plastic ID card and paper parts of the driving licence are required). If you fail to bring your driving licence, you will unfortunately not be allowed to drive.

2.00 pm MERCEDES-BENZ DRIVING EXPERIENCES & TOUR

For the afternoon session, guests will be split into three groups to sample all the unique delights that Brooklands has to offer and during the afternoon the groups will rotate so that you all do everything.

Note: For those guests just doing the tour and not the driving experiences, you will be included in with the first tour group at 2.00 pm or later if you would prefer.

The first group will start with the Mercedes-Benz Driving Experience where you'll experience the Wet Skid Circle, the Handling Circuits or the Wet Straight.

The second group will set off on a 4x4 Driving Experience exploring Brooklands' 10 acre off road course encountering a range of driving challenges from steep slopes, water-crossings and axle-twisting obstacles.

The third group will be taken on a 60-minute tour of Mercedes-Benz World – a unique journey through the history of the car, from the first ever three wheeled "Motorwagen" patented by Carl Benz, through to their collection of modern Formula 1™ racing cars.

Overall, the afternoon will be an unforgettable and thrilling experience!

5.00 pm REFRESHMENTS WILL BE SERVED

The day will conclude with a choice of tea/coffee/soft drinks/beer/wine served in the break-out area next to the MBW café on the ground floor. This will be a chance to chat about your day's experiences and relive those thrilling driving moments.

TRAVEL ARRANGEMENTS TO MERCEDES-BENZ WORLD



Mercedes-Benz World is just a few minutes from Junction 10 of the M25. Follow the A3 towards London taking the first exit and turn left at the roundabout onto the A245 (signposted to Weybridge). Continue along the A245 for approximately 1.5 miles. At the second roundabout turn right onto Sopwith Drive.

Continue straight over two roundabouts, you have arrived at Mercedes-Benz World. When you arrive, please go to the Customer Car Park which is signposted.

Alternatively it is less than 1 mile from Weybridge station, on the London Waterloo and Woking Line.