



SCTE SUMMER LECTURE MEETING

WEDNESDAY 3 JULY 2013 – BLETCHLEY PARK

PROGRAMME

TITLE: “THE FUTURE, UNSCRAMBLED”

- 09.00-09.30 **Registration and tea/coffee/pastries** will be served in the **Billiard Room**. Attendees will also have use of the Terrace if the weather is suitable.
- 09.30 Welcome by Dr Roger Blakeway, SCTE President
The lecture programme is being held in the **Ball Room**.
- 09.40 **“THE EVOLUTION OF CABLE IN THE US”**
Larry Satkowiak, President and CEO
THE CABLE CENTER
Larry Satkowiak, President and CEO of The Cable Center in Denver Colorado, will trace the development of the cable industry in the United States through three generations. He will then discuss the future of the cable industry and speculate what a fourth generation would look like.....
- 10.20 **“LOWER OPEX AND IMPROVED SERVICE AVAILABILITY USING INTELLIGENT NODES AND AMPLIFIERS”**
Pasi Järvenpää, Senior Vice President, R&D
TELESTE CORPORATION
Increased competition and changes in the value chain are forcing CATV operators to seek new ways to improve operational efficiency and reduce churn. These issues can be addressed by adding intelligence to the network. Adding intelligence to the network can significantly reduce the need for on-site maintenance and improve network reliability - contributing to reduced operating costs.
- 11.00-11.30 Break for tea/coffee/biscuits in the **Billiard Room**

- 11.30-12.10 **“QA BEST PRACTICES AND CCAP”**
 Christian Schiller, Field Engineering Manager – EMEA
INEOQUEST
By any account, the Converged Cable Access Platform (CCAP) provides highly integrated, flexible and high density system attributes that enable new cost-effective performance and services. This presentation discusses the inherent need for cable operators to stream quality assurance and monitoring in the presence of a CCAP single platform ingesting up to 40Gb/s and potentially providing the downstream Voice, Video and Data feeds for 10's and up to 100+ simultaneous service groups. Leveraging the recommendations of the ANSI/SCTE 168 series of Recommended Practices, a set of prudent monitoring metrics are discussed based upon the considerable operator experience gained from the deployment of other complex systems in the digital plant.
- 12.10-12.45 **“HIGH EFFICIENCY VIDEO ENCODING (HEVC) STANDARD AND APPLICATIONS EXPLAINED”**
 Ian Trow, Senior Director Emerging Technology & Strategy
HARMONIC INC
HEVC is the standard behind next generation video compression applications but given the success of predecessor MPEG standards what new tools are added and which applications will be first to benefit? The HEVC standard aims to improve on compression efficiency by as much as 50%, cater for resolutions up to Ultra HD and allow better porting to parallel platforms. Successfully launching HEVC products and solutions requires an understanding of both the existing broadcast market and the emerging multi-screen applications to put the new standard in context. This paper will focus on the new tool additions the standard has to offer and well as the likely roll out of HEVC based solutions.
- 12.45-14.00 Lunch in the **Drawing Room**. A complimentary 2-course buffet lunch plus a glass of wine will be provided to all attendees.
- 14.00 Guided tours of Bletchley Park commence.
- 15.00-15.30 Afternoon tea/coffee/biscuits in the **Billiard Room**.
- 15.30 Guests are free to continue to explore the site.
- 17.00 Close of day.