



Announcing the SCTE's 2015 Summer Lecture Meeting

An exhilarating and informative day of SCTE
lectures and outdoor pursuits not to be missed!

8 July 2015, RallyDays.co.uk, Bicester



For 2015, the Society's summer event will be held on Wednesday 8th July and returns to the popular venue of Rallydays.co.uk in Bicester, Oxfordshire.

Following a morning of lecture presentations and a complimentary 2-course lunch (kindly sponsored by Corning Optical Communications), the fun begins in the afternoon with a "Jeopardy-style" quiz and then the highlight of the day... the outdoor activities - which this year includes laser clay shooting and archery. Wow! What fun!

For this special SCTE 70th year anniversary, there is no charge for the activities or for lunch. However, booking is essential.

The day will also include the presentation of the prestigious SCTE Technological Innovation Awards. The weblink for the short-listed companies can be found at <http://goo.gl/e09lk1>. Our photographer will be on hand throughout the day to capture the winners receiving their Awards and also the fun and games in the afternoon. The lecture meeting will be videoed as usual for subsequent viewing on our SCTE website.

Sounds like a day that you'd like to attend? Then, read on....

SCTE Summer Lecture Meeting

DATE: Wednesday 8th July 2015
VENUE: Rallydays.co.uk
Stratton Court Barn, Pool Farm,
Stratton Audley, Bicester
Oxford OX27 9AJ
Tel: 01869 278199

Full directions are printed on the last page.

Programme For The Day

09.30 REGISTRATION

With tea/coffee and bacon rolls in the Stratton Court Barn.

10.00 WELCOME and Society Update.

10.10 "Smaller Cables: Bigger Possibilities"

CORNING OPTICAL FIBRE AND CABLE

Merrion Edwards, Commercial Technology Director

This presentation will cover the following:-

- The bandwidth race with fibre and cable innovation.
- Smarter fibre for network simplification and robustness.
- Smaller cable form factors for faster, lower cost and revenue-gathering infrastructure deployments.

10.50 "Create the new Video IP Network of the Future"

ARRIS

Jeroen Putzeys, Sales Engineering Director, ARRIS

ARRIS will be highlighting the key drivers for increased video bandwidth requirements per subscriber as well as how operators could plan for and create the new IP Video Network in the future. It will take a closer look into the access network technology solutions available to the broadband industry serving group traffic engineering modelling, the intelligent networking tools which are available to optimize the efficiency of network resources and ways in which D3.1 technology can help to deliver these future IPTV services.

11.30 QUESTIONS AND COMMENTS

11.45 BREAK

With tea/coffee and biscuits.

12.10 "Are you ready for HEVC?"

ELEMENTAL TECHNOLOGIES

Mark Horschler, International Marketing Manager EMEA, Elemental Technologies

To keep up with consumer demand, broadcasters and operators are looking to improve picture quality while decreasing bandwidth requirements for video content. HEVC, the next generation of video compression technology, is up to 50% more efficient than H.264 and delivers a number of picture quality improvements including support for 4K UHD TV, 10-bit colour, HDR and faster frame rates.

Mark Horschler, international marketing manager at Elemental Technologies, will discuss how broadcasters and operators can benefit from deploying HEVC from contribution to end-user content delivery. This includes achieving higher picture quality and lower bandwidth usage for HD and 4K UHD TV with HEVC.

12.50 QUESTIONS AND COMMENTS

13.00 LUNCH – kindly sponsored by CORNING OPTICAL COMMUNICATIONS

CORNING

A complimentary 2-course buffet lunch will be provided for all attendees.

This will be followed by the presentation of the **2015 SCTE Technological Innovation Awards**.

13.45 BRIEFING - Safety briefing for all afternoon participants.

14.00 ACTIVITIES and now the fun begins!

Following a light-hearted "Jeopardy-style" quiz session, we then head outside for you to try your hands at laser clay shooting and archery. Wow, wow and triple wow!

LASER CLAY SHOOTING

This is just like traditional clay pigeon shooting but with laser beams instead of shotgun cartridges. It's 50% Lord of the Manor and 50% Star Wars (and 100% serious fun)! Laser clay shooting uses deactivated 12-bore shotguns converted to fire invisible laser beams. Players shoot at the clay pigeons and hits are registered on an electronic scoreboard. Clays are launched from different positions at various speeds and angles So how good a shot are you?

ARCHERY

This really needs no explanation, so get ready to take aim and fire! Hopefully you will be on target and win the prize!

16.30 PRIZE GIVING.

Will you get the highest score?

17.00 CLOSE OF DAY.

I am sure you'll agree that this will be a memorable day so we look forward to seeing you in Bicester next month!

HOW TO BOOK

Places are limited on this occasion, so please don't delay in making your booking otherwise you may be disappointed. For our 70th anniversary year, we have laid on a number of special events (most of which are heavily subsidised for SCTE members). For the summer lecture meeting, the lecture, lunch and afternoon activities are all free of charge to SCTE members, so we expect bookings to come in thick and fast. Prices for non-members to attend can be obtained from the SCTE office on request.

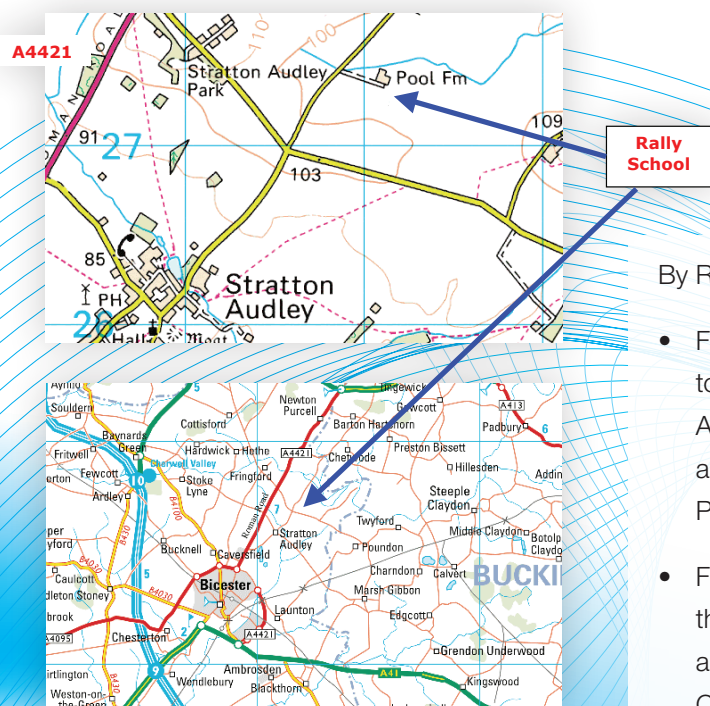
For all SCTE members, it is essential that you let us know beforehand that you are coming – please don't just turn up – as we need to know attendance numbers for catering purposes but also for the outdoor activities.

Please contact the SCTE office on Tel: +44 (0) 1923 815500 or email the SCTE Secretary, Bev Walker, on bev@theSCTE.eu to make your booking. Your place will be confirmed by email together with the full lecture programme etc.

DIRECTIONS

The full address is:

Stratton Court Barn, Pool Farm,
Stratton Audley, Bicester,
Oxford OX27 9AJ
Tel: 01869 278199



By Road:

- From Junction 9 M40 – Proceed through Bicester on the A4421 towards Buckingham. Ignore the first two turnings to Stratton Audley and take the next turning right, signposted Godington and Poundon. At the first crossroads (approx $\frac{3}{4}$ mile) turn left. Pool Farm is the first turning on the right (330 yards).
- From Junction 10 M40 – Turn left as you come off J10. Go to the next roundabout and turn right towards Bicester. Proceed about $\frac{1}{2}$ mile and turn left at the turning for Stoke Lyne. Continue until you come to the 'T' junction (about 3 miles). At that junction turn left (A4421). Go about a mile until you come to the next turning right, signposted Godington and Poundon. At the first crossroads (approx. $\frac{3}{4}$ mile) turn left. Pool Farm is the first turning on the right (330 yards).

WHAT TO WEAR

As the good old British weather can be very unpredictable, Rallydays suggest you bring a bit of everything with you for the day. The afternoon events will all be outdoors and so we recommend that you have your arms and legs covered and that you have additional clothing available if required. Footwear should be comfortable; trainers or similar are best. Also don't forget the sunscreen just in case we have a sunny day. All safety equipment will be provided.

www.theSCTE.eu