



The SCTE™ – The Society for Broadband Professionals

has pleasure in announcing
the next in its series of
Lecture Meetings hosted by the Benelux SCTE

BENELUX LECTURE MEETING

“IN-HOME ARCHITECTURE ISSUES”

on

Monday 15 September 2014

at

**The International Broadcasting Convention
Room E102
RAI Exhibition & Congress Centre
AMSTERDAM**

Registration at 2.00pm

The Benelux lecture is sponsored by ARRIS

SCTE Benelux Secretary:

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"IN-HOME ARCHITECTURE ISSUES"

The SCTE™ will host its annual Benelux lecture at IBC2014 at 2.00p.m. on Monday 15 September 2014 at the RAI Convention Centre, room E102. Moderated by Thomas Nogues, executive advisor for CableLabs, the lecture series will feature a variety of presentations on "In-Home Architecture Issues". The Benelux lecture this year is sponsored by ARRIS.

You don't have to be a SCTE member to participate in this free "Value Added" session at IBC – simply register with the SCTE Benelux Secretary, Rien Baan – see details below. Presented papers will be available for members to download from the SCTE website after the event.

PROGRAMME

Topic: "In-Home Architecture issues"
Moderator: Thomas Nogues

14.00 **Chairman's Welcome**

14.05 - 14.30 **"Extending Service Assurance in the 4K Wi-Fi Home"**

Cornel Ciocirlan, Chief Technology Officer, EMEA, ARRIS

In the new world of ultra-high bandwidth and 4K video streaming, it is important for operators to ensure Quality of Experience to the home but also within the home. Which existing technologies can be deployed to ensure highest quality Wi-Fi and which future technologies should operators consider to maintain a high quality of service in the future?

14.30 - 14.55 **"Getting to the Edge"**

Thomas Nogues, Executive Advisor, CableLabs

Consumers are always demanding more from Cable service providers. TV content is made available across a variety of devices as it has never been before while, at the same time, internet access provided by Cable operators is reaching unprecedented speeds. Consumers are expecting all these services to be delivered reliably to the device of their choice in their home. This creates an unprecedented home networking challenge for all service providers. How are Cable operators responding to this? Which technology and operational changes can ensure that the latest cable services reach the four corners of consumer's house?

14.55 - 15.20 **"The Connected Home"**

Hans van Elsen, CTO, Alcadis ISP Solutions

The home has become the new applications' playground: many are co-existing, available in mobility and on a variety of devices. This creates huge business opportunities for NSPs if they can propose a superior service with seamless and integrated user experiences, rather than siloed ones. Indeed, the main challenge is to turn the IoT paradigm, in which each object has its own cloud application, into a "Services Of Things" approach where these objects deliver relevant use cases when interacting with each other. This will result in an ambient, digitally-assisted living experience that surpasses the profusion of devices.

15.20 – 15.40 **Coffee Break**

15.40 – 16.05 **"Making it all Work"**

Peter Simpson, VP Product Marketing, Pace

There are three essential ingredients to delivering high quality payTV to every screen in the home. With consumers demanding to view their content on every screen within the home, the challenge to deliver a consistent, high quality experience becomes more complex: routers and STBs evolve into Media Gateways; home networking becomes as much about discoverability as connectivity and quality of experience is a combination of usability and proactive service management.

16.05 – 16.30 **"CPE Virtualization – the New Way of Home Network Management and Services Enablement"**

Arkadiusz Kaliwoda, Consulting Systems Engineer, Cisco Systems

Managed home gateway is the demarcation point between the private home network and Service Provider access infrastructure. Home network monitoring, remote problem-solving as well as most of services and value-add applications depend mostly upon CPE capabilities. CPE virtualization changes this status-quo by extending the home network into the cloud for improved home network visibility, new monitoring and troubleshooting capabilities including analytics, new self-care applications and value-add services.

16.30 **Closing remarks by the SCTE Benelux Chairman**

Booking Details: On this occasion, there will be no charge for SCTE Members and non-Members to attend. However, for catering and registration purposes, could you please complete the booking form below and return it to the Benelux Secretary by email rienbaan@zeelandnet.nl or by post or fax giving the names of the people attending. Alternatively, please complete the booking form below or just drop Rien Baan a note by email to advise him of your requirements (details overleaf) or email office@thescte.eu.

Name:

Address:

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Tel: Fax:

Email: Mobile:

Please reserve place(s) for the lecture meeting in the names of:

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