



The SCTE – the Society for Broadband Professionals – has pleasure in announcing a special event in our 2011 calendar

SCTE SUMMER LECTURE MEETING & DUXFORD TOUR



to be held on
WEDNESDAY 20 JULY 2011

at
THE IMPERIAL WAR MUSEUM
Marshall Auditorium, AirSpace Conference Centre
DUXFORD, Cambridgeshire CB22 4QR

Registration at 9.30 am



SCTE SUMMER LECTURE MEETING & DUXFORD TOUR

The SCTE will be holding the second Summer Lecture Meeting on Broadband Technologies on Wednesday 20 July 2011 and, by popular demand, we are doing a return visit to the Imperial War Museum in Duxford, near Cambridge.

Duxford is Europe's premier aviation museum as well as having one of the finest collections of tanks, military vehicles and naval exhibits in the UK. Don't miss the chance to enjoy a morning of technical lecture presentations, followed by lunch and an official tour of Duxford and its aviation exhibits and memorabilia by SCTE Publications Committee Chairman, David Hall.

Please see overleaf for the booking details for this special event in the Society's calendar. On this occasion, places are limited, so please don't delay, book today!

9.30 am **COFFEE AND REGISTRATION**

10.00 am **Chairman's Keynote Introduction and Overview**

10.10 am **"Best Practices for a Smooth Transition to a Multi-Screen Architecture"**

Simone Sassoli, Vice President International

RGB Networks

Integrated content repurposing solutions, capable of simultaneously processing multiple video feeds, formats and resolutions in a highly flexible, future-proof platform, are emerging as a key enabler in the race to offer multi-screen services without breaking the bank.

Today's subscribers want to watch video content where and when they want, on their device of choice, be it their TVs, PCs or mobile devices. However, offering a 'multi-screen' video service that is both cost-effective and scalable has been a major challenge for pay-TV providers. With their networks optimised for TV viewing, they have been forced to deploy a proliferation of single-channel encoders and transcoders to cope with the increasing number of input and output devices, formats, resolutions and aspect ratios – however, this approach remains incredibly expensive and complex.

10.50 am **"The Next Generation Connected Home"**

Dale Barnes, Director of Advanced Technology and Innovation

Virgin Media

As "The Connected Home" becomes a buzzword in the industry, what are companies like Virgin Media doing to enable consumer appetite for this connectivity and content consumption around the home?

11.30 am **TEA/COFFEE BREAK**

11.45 am

"The HFC Return Path – Managing Growth and Maximising Throughput"

Dr Robert Howald, Fellow of Technical Staff

Motorola Mobility

HFC networks were built asymmetrically, with the support of low-rate, low duty cycle CPE in mind at the outset. However, with the advent of broadband, cable became the leading provider of high speed Internet services and access. While today's networks were implemented with spectrum suitable for broadband applications, the continuation of year-on-year traffic growth representing the constant hunger for more bandwidth has put the lifespan of today's return path at risk.

This presentation will take a look at these trends, the applications that may continue to move Nielsen's Law forward and their impact on the return path. It will then address the two key areas to manage this risk – analysing and optimising existing bandwidth and alternatives for finding new bandwidth.

12.15 pm

"A Detailed Discussion on QAM Leakage Detection – Theory and Real World Results"

Roman Pierzchanowski, Vice President of Sales in Europe

Arcom

New technology now makes it possible to detect and locate the source of digital channels leaking from the HFC network. This presentation will describe the theory behind this new technology and will show how its implementation offers operational and system performance benefits.

12.55 pm

Closing Remarks

Dr Roger Blakeway, President

SCTE

1.00 pm

BREAK FOR LUNCH IN THE AIRSIDE SUITE (OVERLOOKING DUXFORD'S AIRFIELD)

2.00 pm

TOUR OF THE IMPERIAL WAR MUSEUM, DUXFORD

Tour conducted by David Hall, SCTE Publications Committee Chairman.

David is also one of Duxford's Official Guides so we are very lucky that he is taking attendees on a personal tour of the museum and a trip down memory lane!

3.30 pm

BREAK FOR TEA

3.45 pm

CONTINUATION OF THE TOUR

5.00 pm

CLOSE OF THE DAY

TRAVEL ARRANGEMENTS:

Full details of travel and parking facilities at Duxford will be emailed to all attendees prior to the event. The AirSpace Conference Centre has its own parking area for attendees use.

PLEASE NOTE: The above programme is correct as at the time of going to print but may be subject to change.



BOOKING FORM

SCTE Members

As usual, there is no charge for Members to attend the Lecture Meeting. On this occasion, since we are also offering members a complimentary luncheon and tour, it is **ESSENTIAL** that you book a place with the SCTE office beforehand as places are limited.

Alternatively, bookings can be made online via the SCTE website, www.theSCTE.eu

If you wish to bring any non-Member guest(s), please see the non-Member charges below and return the form to the SCTE office together with a cheque* for the appropriate amount.

Non-SCTE Members

The charge for attendance at the day's Lecture Meeting is £50.00 plus VAT (ie £60.00) including the tour of Duxford and luncheon. For those of you who may subsequently wish to join the Society, we are pleased to announce that £20.00 of this fee is redeemable against your first full year's membership subscription provided that you apply by the end of August 2011.

If you wish to reserve places for the Lecture Meeting/Tour, then please complete the booking form below and return it together with your cheque* made payable to the SCTE.

*** Payments may also be made by credit card - please contact the SCTE office.**

Please complete and return to:

SCTE
Communications House, 41a Market Street
WATFORD, Herts, UK WD18 0PN
Tel: + 44 (0) 1923 815500 Fax: + 44 (0) 1923 8030203
Email: office@theSCTE.eu Website: www.theSCTE.eu

Alternatively, Members may book places via the SCTE website (details above).

Name

Address

Daytime Tel No Daytime Fax No

Mobile Tel No Email Address

SCTE Member **YES* / NO*** If NO, please send membership details **YES* / NO***

* Please delete as applicable

1 Please reserve place(s) at the Society's Summer Lecture Meeting on Wednesday 20 July 2011 in the names of the following person(s):

Note: Non-Member charge for each attendee is £50.00 plus VAT (ie £60.00).

ON THIS OCCASION, IT IS ESSENTIAL THAT ALL MEMBERS BOOK PLACES FOR THE EVENT WITH THE SCTE OFFICE AS NUMBERS ARE LIMITED.

I enclose a cheque for £ made payable to SCTE. All bookings will be confirmed.

Signed Date