



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

“DEVELOPMENTS IN 3D TECHNOLOGY”

on

Tuesday 13 September 2011

at

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

Registration at 9.30 am

"DEVELOPMENTS IN 3D TECHNOLOGY"

The delivery of stereo 3D video by cable will be explored in detail during this special meeting of the Benelux SCTE (Society for Broadband Professionals). In particular, there will be a focus on the impact of stereoscopic content on transport issues in CATV and fibre networks. With Hollywood movies being presented in 3D format, the CATV industry must prepare to offer these and a variety of 3D programmes to their subscribers maintaining unrivalled quality of experience.

Featuring thought provoking presentations from companies on the network operator side as well as from industry vendors, including Entropic, Cisco, BigBand Networks and ADB. You don't have to be a SCTE member to participate in this free "Value Added" session – 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

09.30 - 10.00 Registration and Coffee

10.00 - 10.30 "3DTV - Taking the TV Experience to a New Dimension"

Paul Bristow, VP Strategy Consumer Experience and Middleware, ADB

3D TV is the latest in a long line of new TV technologies that present both an opportunity and a challenge for operators. Following blockbuster movie successes, such as Avatar and Alice in Wonderland, operators around the world are looking to offer consumers a third dimension to their TV viewing experience. While some people have pointed to the massive success of 3D movies over the last few months as an indication of the possible revenue market size for 3D TV, the reality is very different...

10.30 - 11.00 "Technology Requirements to Optimise 3DTV Delivery to the Home"

Joel Daly, Director Product Management and Marketing, BigBand Networks

The reality of 3DTV is here. Cable operators will have to support the transmission of 3D content, which will have an impact on downstream bandwidth utilisation. What formats will need to be supported and what will be the bandwidth impact of adding more 3D offerings over the network? What is the right mix of service groups, QAMs and how can DOCSIS 3 channel bonding help? The session will also explore options for stream grooming, multiplexing and compression to minimise bandwidth usage while maintaining a high-quality customer experience.

11.00 - 11.30 Coffee Break

11.30 - 12.00 "Preparing Your Network for the Transforming Future"

Dr Anton Monk, Co-Founder and VP Technology, Entropic

Dr Anton Monk will discuss the technologies that are enhancing the home network, making next-generation TV possible. He will explore how the speeds, bandwidth capabilities and reliability of various home networking technologies are enabling service providers and original equipment manufacturers to offer subscribers the best possible connection and user experience – providing a 360-degree view of today and tomorrow's TV entertainment ecosystem.

12.00 - 12.30 "Evolution of 3D TV"

Nick Fielibert, CTO VTG Europe, Cisco Systems

Over the past year, we've seen quite a bit of evolution on how to further enhance 3D TV. The current delivery and distribution of 3DTV seems to be getting quite mature. There is now content available (Blue Ray or from VOD stores), most TVs in the higher end are 3DTV (can't even buy 2D - only TVs in the upper segment).

12.30 - 12.40 Closing remarks by the Chairman, Ing Henk de Goede

12.40 - 1.30 Light Lunch hosted by the SCTE

Booking Details:

On this occasion, there will be no charge for SCTE Members and non-Members to attend, however, for catering and registration purposes, would you please either complete the booking form below and return it to the Benelux Secretary (details below) by post or fax giving the names of the people attending. Alternatively, please just drop Rien Baan a note by email to advise him of your requirements.

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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SCTE Benelux Secretary:

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