CONNECTIONS

SUMMIT

PARKS ASSOCIATES

CEA

Las Vegas, NV | January 7 | 2010

PROGRAM GUIDE

PARKS ASSOCIATES

Consumer & Industry
E X P E R T S

WHY PARKS ASSOCIATES?

We help our clients grow through strategic consulting and full-fledged research solutions, enabling a greater understanding of emerging competition and new business opportunities.

While many research firms provide excellent cross-sections of market data, Parks Associates provides in-depth focus on digital living and consumer technologies. For companies seeking a deep understanding of consumer technology adoption, Parks Associates is the solution.

parksassociates.com

INDUSTRIES

New Media & Advertising
Digital Entertainment & Gaming
Consumer Electronics
Home Networks
Internet & Television Services
Software & Middleware
Digital Health
Mobile Applications & Services
Home Control Systems & Security
Energy Management

CATEGORIES

Consumer Research
Industry & Competitive Analysis
Focus Groups
Forecasting & Distribution Analysis
Strategic Seminars & Workshops
Executive Conferences
Custom Projects & Consulting

VISIT US AT CES
Booth #21750
South Hall 1

Welcome to CONNECTIONS™ Summit at CES!

## GROWING **YOUR** BUSINESS IS **OUR** BUSINESS

The goal of Parks Associates as a research firm and event host is to present companies with information that is relevant and meaningful and that will help grow business and increase revenues. Each CONNECTIONS™ event provides access to our consumer and industry research, insight from expert speakers, and networking opportunities with leading industry executives and Parks Associates analysts.

We hope to see you at all of our 2010 events.

Smart Energy Summit: Engaging the Consumer
January 25-27, 2010 | Austin, TX
www.smartenergysummit2010.com

CONNECTIONS™ Europe Summit
April 2010 | Amsterdam
November 2010 | Paris
www.connectionseurope.com

CONNECTIONS™: The Digital Living Conference and Showcase
June 8-10, 2010 | Santa Clara, CA
www.connectionsus.com
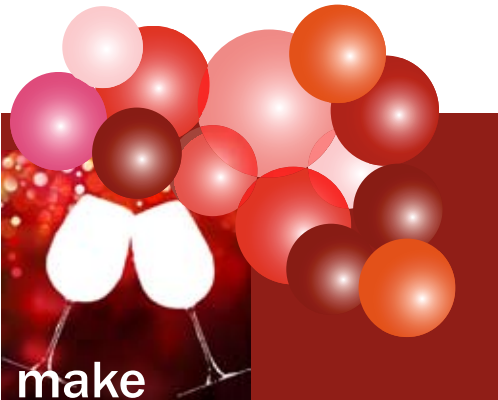
make CONNECTIONS™ over cocktails

Join Parks Associates at CES to mix and mingle with other leaders in the digital living industry. Complimentary drinks will be served, and networking opportunities will be plentiful.

JANUARY 7, 2009 at 6:00 PM

To RSVP, contact Elizabeth Parks at eparks@parksassociates.com or visit Booth #21750

VISIT OUR BOOTH AT CES

Stop by Booth #21750 in the South Hall 1 and see our latest research offerings!

PARKS ASSOCIATES

Parks Associates is a market research and consulting firm focused on all product and service segments that are digital or provide connectivity within the home. We study home networks, digital entertainment, consumer electronics, broadband and Internet services, wireless connectivity, and home systems.

AGENDA
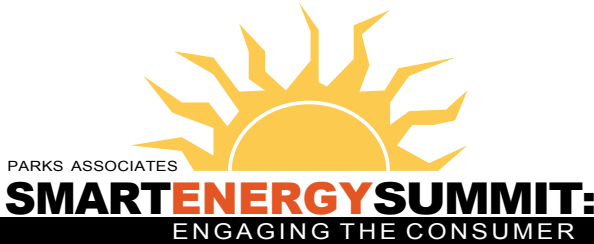
Thursday, Jan 7, 2010

9:00 AM	**Service Provider Strategies for the Connected Home** Service providers continue to invest significant portions of their CAPEX in residential gateways and advanced set-top boxes, with plans to leverage these hubs to deploy a growing number of services to CE devices. This panel provides insights and forecasts from Parks Associates' set-top box and residential gateway research. The panel discussion focuses on the following topics: • What is the status of tru2way deployments? • Do the telcos have an edge with their greenfield deployments? • Beyond HD, VoD, and SDV, what features do service providers expect the STB to support? • How can service providers ensure connectivity among disparate platforms and services? • What role will residential gateways play in video distribution? • How will disparate DRM and conditional access (CA) solutions get translated across devices? • What is the role of DRM and CA systems in differentiating and monetizing content? SPEAKERS Joly Benoit, Director, Connected Home Applications, **Thomson** John Callahan, CTO, **ActiveVideo Networks** Tom Carroux, Director, Sales and Market Development, **Irdeto** Jaime Fink, CTO, **2Wire** Ted May, VP, Strategy & Business Affairs, **Synacor** David Sandford, Vice President, Marketing & Product Management, **TiVo** MODERATOR Jayant Dasari, Research Analyst, **Parks Associates**
9:45 AM	**The Connected TV – Displays and Beyond** If 2008 and 2009 set "Stage One" of the connected TV market, what will 2010 and beyond bring in terms of features, applications, and core technologies? What role will the connected TV have in content, communications, controls, and commerce? This presentation provides attendees with primary consumer data on interest in and willingness to pay for connected TV applications, including the following topics: • Update on 2009 sales and outlook for 2010 • Lessons learned in marketing and promoting connected TVs • Current attitudes in Hollywood regarding the release of premium online video offerings • New applications and business cases SPEAKERS Bruce Anderson, General Manager, **IBM** Mike Harris, Senior VP and GM, Connected Devices, **DivX** Arlo Rose, Senior Director, Product Design, Connected TV, **Yahoo!** Mitch Singer, President, **Digital Entertainment Content Ecosystem**; CTO, **Sony Pictures Entertainment** Scott Smyers, Chairman, Board of Directors, **Digital Living Network Alliance (DLNA)**; SVP, **Sony** MODERATOR Kurt Scherf, Vice President, Principal Analyst, **Parks Associates**
10:45 AM	**Break**
11:00 AM	**Consumer Electronics Purchases: Are Consumers Back in the Buying Mood?** Parks Associates addresses key purchase process questions: • How have consumers changed their CE shopping process during the past year? • What portion of that change is due to the recession? • What challenges and opportunities does this change in shopping behavior offer? • Do CE shoppers have brand affinity? What causes brand switching? How can a company raise the visibility of its brand? • Where does retail shine? Where is it weak? What can a company do to optimize its retail position? • What will be the future role of the service provider in the delivery of hardware? SPEAKERS **The Parks Associates Analyst Team**

Thursday, Jan 7, 2010

12:00 PM	**Break**
12:15 PM	**The Mobile Aspect of Unified Infotainment: Opportunities and Challenges** Consumer demand for anytime/anywhere entertainment and communications is driving the development of a unified infotainment experience. Service providers have to offer personalized services that fit individual lifestyles and needs. These services will leverage mobile consumer electronic devices for home and on-the-go use. This panel analyzes the tremendous growth opportunities of "Unified Infotainment" for mobile technology providers, hardware vendors, and service providers. SPEAKERS Timo Bauer, Senior Vice President & General Manager Americas, **NewBay Software** Jean-Pierre Bienaimé, Chairman, UMTS Forum, **Orange** Rick Schwartz, Senior Product Manager, **PacketVideo** Lauren Thorpe, Senior Director, Developer Relations, **Qualcomm** MODERATOR Harry Wang, Director, Health & Mobile Product Research, **Parks Associates**
1:15 PM	**Break**
1:30 PM	**Advances in Television Advertising** The traditional television advertising business is threatened as ad budgets and consumer video viewing shift to the Internet and emerging digital media platforms. In response, major pay-TV service providers have identified advanced TV advertising as a key revenue opportunity for 2010 and beyond. This panel features analysis and forecasts from Parks Associates and a panel of industry experts in advanced television advertising examining the following questions: • What key players and technologies will further industry growth? • Will pay-TV providers successfully integrate advanced TV advertising into their existing infrastructure? • What's the main focus of Canoe Ventures? • What are the existing and proposed business and pricing models? SPEAKERS Chris Allen, VP, Director of Video Innovation, **Starcom USA** Brian Chamberlin, Manager, Interactive Projects, **NDS** Scott Rosenberg, VP of Advanced Advertising, **Rovi Corporation** Paul Woidke, SVP and GM, Advanced Advertising, **OpenTV** MODERATOR Heather Way, Research Analyst, **Parks Associates**
2:30 PM	**Break**
2:45 PM	**Bringing the Smart Grid to the Smart Home** Utilities and their partners are adding Smart Grid capabilities so they can shed load, accommodate alternative energy sources, and pinpoint outages. For consumers, benefits include reduced energy bills, enhanced comfort and convenience, and a smaller carbon footprint. This panel brings together companies leading Smart Grid initiatives through new technologies, systems, and business models. SPEAKERS Susan Cashen, Vice President, **Control4 Energy Systems**, a division of Control4 Steve Cashman, Chief Strategy Officer, **Exceptional Innovation** Joe Dada, President and CEO, **SmartLabs** Chris Deutschen, Senior Manager, Innovation and Business Development, **Direct Energy** MODERATOR Bill Ablondi, Director, Home Systems Research, **Parks Associates**
3:45 PM	**Break**

Thursday, Jan 7, 2010

4:00 PM	**3D: Adding New Dimensions to Entertainment** 3D displays and content consumption patterns bring significant opportunity to many digital lifestyles players, including content producers, service providers, gaming companies, and display manufacturers. This panel discusses key developments in 3D technology creation and deployment, focusing on television and gaming applications. SPEAKERS Hope Fulgham, CEO/CMO, **Piazza Advertising** Peter Lude, Senior Vice President of Engineering, **Sony** Howard Postley, CTO/COO, **3ality Digital** Peter Smyth, Founder & CEO, **RedMere** Simon Tidnam, Vice President, Sales & Marketing, **HDlogix** MODERATORS Kurt Scherf, VP & Principal Analyst, & Stuart Sikes, President, **Parks Associates**
6:00 PM	**Reception**

PARKS ASSOCIATES

SMART**ENERGY**SUMMIT:
ENGAGING THE CONSUMER

JANUARY 25-27, 2010 | HYATT REGENCY | AUSTIN, TEXAS

KEYNOTES

Andres Carvallo, CIO, Austin Energy

Dr. George W. Arnold, National Coordinator for Smart Grid Interoperability, National Institute of Standards and Technology U.S. Department of Commerce

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iControl
N E T W O R K S

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FOR THE SMART GRID

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TOPICS

- Current status of REM and Smart Grid technologies
- Consumer interest in REM solutions
- Strategies to leverage applications and engage consumers
- Impact of government stimulus and green initiatives
- Strategies for utilities, manufacturers, installers, and service providers
- Unit and revenue forecasts for key REM solutions

www.smartenergysummit2010.com

GLOBAL SPONSOR

Global Silver

Irdeto

Irdeto empowers companies to protect and monetize their digital assets and maximize return on content with innovative and reliable software technologies, content management and distribution solutions and end-to-end solutions and services.

The company's products include conditional access, digital rights management, business support systems and set-top box software solutions. Through group company Cloakware, it provides software and datacenter security solutions. More than 500 customers worldwide trust Irdeto to secure and enable the delivery of their valuable content across digital broadcast, IP, mobile, enterprise and government networks. Irdeto solutions currently enable simple to advanced business models on more than one billion devices and applications.

Founded in 1969, Irdeto employs over 900 people in 25 offices across the globe, including the dual corporate headquarters in Amsterdam and Beijing. The company is a subsidiary of multinational media group Naspers (JSE: NPN), which includes a wide range of pay TV, Internet, instant-messaging, technology and publishing businesses. **www.cloakware.com | www.irdeto.com**

CONNECTIONS™ EUROPE SUMMIT SPONSORS

ActiveVideo Networks

ActiveVideo Networks is redefining interactive TV (iTV 2.0) by intelligently streaming Web-infused television to any STB or Web-connected CE device. ActiveVideo creates a new layer of personalized, video-rich interactivity that is increasing viewer engagement and generating new revenues for the media ecosystem. The ActiveVideo platform intelligently streams Web-based media and targeted, clickable advertisements with the high-quality video, immediate responsiveness and remote control navigation of television to provide a uniform interactive experience for every consumer. With ActiveVideo, viewers move beyond traditional programming to engage in an immersive content experience that includes social networking; personal media; niche content; and targeted, actionable advertising. **www.activevideo.com**

CONNECTIONS™ EUROPE SUMMIT SPONSORS

Eyecon Technologies, Inc.

Eyecon Technologies, Inc. offers a portable software application, to dramatically enhance your entertainment experience by providing unparalleled access and interactivity between you, your media, and your connected home entertainment devices. Our application automatically aggregates both web-based and personal media sources into a virtual super library enabling content discovery, sharing and control through a unique and intuitive interface running on your portable or handheld device. The unified interface for netbooks, mobile internet devices (MIDs) and smart phones makes playing your choices on any connected device seamless. And once you've loaded your video selection to a connected television, the synchronized interface screen can be used to chat, share recommendations, preview other programming choices, or learn more about shows, actors or products, all without interrupting the viewing experience of others.
www.eyecontechnologies.com

PacketVideo

PacketVideo's software facilitates the sharing and enjoyment of media wherever it is stored, by converging devices, applications and services that enable users to enjoy media seamlessly between home and mobile environments. TwonkyMedia is PacketVideo's line of software and mobile applications for your PC, Mac or phone. Intuitive and fast, each product offers an impressive level of convenience and control. TwonkyMedia perfects the connected home experience. **www.pv.com, www.twonkymedia.com**

RedMere

RedMere is the leading provider of chip and cable technology solutions for the next generation of compact, lightweight cables for Synchronization, Camera, Home Theater, Game and Enterprise applications. Whether on the move, at home or at work these new cable systems deliver the ultimate in compact digital connectivity over HDMI, DisplayPort and USB for Video and Still Cameras, Smartphones, HDTV, Blu-Ray DVD, PS3 and Xbox, as well as enterprise solutions using Infiniband and PCI Express. RedMere provides cable-embedded semiconductors and advanced cable reference designs to cable industry leaders and manufacturing partners. RedMere is a private company with lead investors Celtic House Venture Partners and EdgeStone Capital Partners.
www.redmere.com

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www.activevideo.com

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www.redmere.com

SUPPORTING ORGANIZATIONS & MEDIA

Supporting Organizations

Platinum Supporting Media

Supporting Media

STRATEGIES FOR DIGITAL LIVING MARKETS

CONNECTIONSEUROPE
## *Summit Series*

APRIL 2010 | AMSTERDAM   NOV 2010 | PARIS FRANCE

CONNECTIONS™ Europe in 2010 includes two executive summits, in Amsterdam and Paris, offering the latest consumer and industry research on the international digital living markets. Don't miss these events, featuring expert speakers from Europe and around the world and networking opportunities with leading industry executives and Parks Associates analysts.

HOW MANY TVS IN YOUR HOME ARE CONNECTED TO A PVR?
U.K.: Broadband Households

2 TVs

1 TV

3+ TVs

No TVs
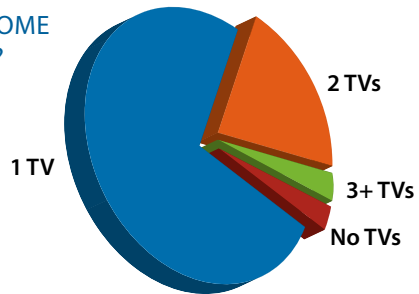
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Event Topics

- Advanced television services
- The residential gateway and the set-top box
- Consumer buying habits, service and product preferences, and future purchase intentions
- Business models and opportunities for TV operators, content developers, advertisers, and CE companies
- Impact and market outlook for new technologies, including 3D TV

Sponsors

ActiveVideo NETWORKS™

pv™

Europe Research Projects

All Eyes *on VIDEO*

EUROPE'S DIGITAL MEDIA evolution

Customer Support IN THE DIGITAL HOME EUROPE

www.connectionseurope.com

CONNECTIONS

THE DIGITAL LIVING CONFERENCE & SHOWCASE

JUNE 8-10, 2010
SANTA CLARA, CA

SPEAKING OPPORTUNITY

CONNECTIONS ™ speakers address an audience of high-level executives from the digital living value chain on topics relevant to the current and future growth of these markets.

SUBMIT ONLINE by January 30, 2010

ENTERTAINMENT PLATFORMS & VALUE-ADDED SERVICES

Customer and Technical Support
Set-top Box and Residential Gateways
Mobile Entertainment
Applications as Drivers
Broadband value-added services
New roles and functions devices
Service and Device Management

HOME SYSTEMS & CONTROLS

Residential Energy Management
Home Area Network
Smart Grid
Digital Health & Wellness

NEW MEDIA AND DIGITAL CONTENT

Social Media
Content Management: DRM
Emerging Business Models for Digital
Media Monetization
Advertising
Online Video
Content Delivery

CONSUMER ELECTRONICS

Connected TVs
3D TV
Mobile Internet Devices
Smart Phones
Home Networking requirements
Game Consoles
Standards
Retail Experience
Web-enabled consumer electronics

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