

THE FUTURE IS NOW...

EMERGING TECHNOLOGIES!

How can the cable industry exploit new technology to support aggressive advanced-services agendas for 1999 and beyond. Hear about the trends in packet technologies, software and network management. Whether the topic is high speed data, telephony, VOD or digital TV, what are the technical means necessary to foster rapid expansion on all fronts, even in instances where the ultimate technical solutions might be some way off.

Cable systems (many MSO's will be at 70% by year-end) are upgrading the networks, the boxes are here. What is next? What is DOCSIS and what does the delay mean? What does having a HDTV signal or TV really mean?

How to handle the evolution to standardized cable modems; the approaches that they will take to exploit the OpenCable digital set-top platform; and the timing for introducing Internet-protocol versus switched circuit-based telephony services.

In this age of engineering empowerment, new services, markets, customers, revenues and profits, lets look into the crystal ball as we move toward the new millennium. One does not need to sport a Ph.D. to fully grasp the concept that the cable industry is perfectly positioned for the high-speed, broadband, mega-channel distribution future that the world is demanding.

Why shouldn't cable surge ahead? Cable has the leading edge in critical areas: resolving key technology issues, establishing programming alliances and commanding unfettered access to the home.



Steve Effros is President of the Cable Telecommunications Association (CATA), a national trade association for the owners and operators of cable television systems. CATA's member companies serve a total of nearly 55 million cable subscribers around the country. As CATA President, Steve leads the organization, defines its policies, agendas and positions, and acts as an industry spokesperson.

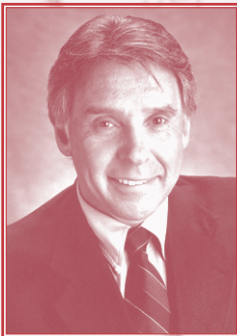
In 1976 Steve started as outside legal counsel to CATA, then known as the Community Antenna Television Association. In 1978, he was named executive director and, subsequently, named president in 1985. Prior to his career with CATA, Steve worked at the FCC where, in 1972, he helped craft the early government regulations for cable television. He also spent time as an attorney in private practice, as well as a news editor and writer for ABC-TV, NBC-TV, and The New York Times.



John Clark, Jr., is President of the Society of Cable Telecommunications Engineers (SCTE), a non-profit professional organization serving the broadband industry's technical community. He is responsible for overseeing all aspects of the Society's Exton, PA-based operation as well as the implementation of all SCTE training, certification and standards programs and member services.

Clark, who has been involved with the cable industry since 1980, most recently served as executive vice president for the Los Angeles-based TELE-TV Media. Prior to this, he was managing director/CEO for Telecom New Zealand's First Media cable subsidiary, where he headed this international telephone company's entry into the broadband video business. Clark also served as senior vice president of marketing and programming for both Crown Media and Cencom Cable Associates.

Clark's background includes extensive experience in executive-level management, strategic planning, marketing, programming, distribution, interactive services and business development. He has conducted presentations for the National Cable Television Association and the Cable Television Administration and Marketing Society (CTAM), as well as for numerous other telecommunications associations.



Dom Stasi recently joined TVN Entertainment Corporation as Vice President, Technology Development. Stasi is responsible for developing video and data applications for use in near-video-on-demand (NVOD) and interactive systems.

Stasi spent the last seven years in various engineering capacities with TeleCommunications, Inc. (TCI) and its Liberty Media program networks, where he was most recently Vice President, Engineering and Network Operations for Your Choice TV. He was previously Vice President, Network Video Services for TCI's Technology Ventures division and Vice President, Technology and Operations for Request TV. Stasi has over 20 years' experience in the cable industry, and has overseen the engineering and operations divisions of companies such as HBO and MTV networks.

Date: Thursday, April 29, 1999

Time: 5:30 P.M. - 6:30 P.M. Cocktails
6:30 P.M. Dinner/Symposium

Place: Marina Beach Marriott at Marina Del Rey
4100 Admiralty Way, Marina Del Rey, CA 90292

Cost: \$55.00 Members / \$70.00 Non-Members
Table of ten \$500.00

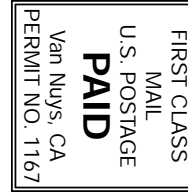
Directions: 405 (San Diego Freeway) to 90 Freeway West (Marina Freeway). Freeway ends. Turn left on Mindanao and right on Admiralty Way. The Marina Beach Marriott is on the right hand side, corner of Admiralty Way and via Marina. Hotel phone number (310) 301-3000.

Tear Here

Reservations must be received in writing accompanied with payment.
Cancellations are required 24 hours in advance. No-shows will be invoiced for total amount due.
Please mail or fax your reservation by Friday, April 23rd to: SCCTA, 1070 E. Orange Grove Ave., Burbank, CA. 91501
(818) 569-5100 Phone / (818) 569-5275 Fax / Email cableup@sccta.org.

Name:			
Company:			
City:	State:	Zip:	
Phone:	Fax:		
Method of Payment:	Check Enclosed <input type="checkbox"/>	Credit Card <input type="checkbox"/>	Visa or Master Card No.
Expiration Date:	Name on Credit Card:		

Join Us
Thursday, April 29th
and
Discover New
Insights into
What Will Prove
to be the
Direction of Cable in
the Future.



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Thursday, April 29, 1999 Marina Beach Marriott

CATA President, Steve Effros
SCTE President, John Clark Jr.
TVN Entertainment Corp. Vice President of
Technology Development, Dom Stasi