

THE FUTURE IS NOW...

EMERGING TECHNOLOGIES
Part II

The SCCTA is proud to bring together leaders in the cable/telecommunications industry to discuss their visions and strategies for the technological future. Join us for an insightful evening of information, opportunities and lively dialogue as tough questions are asked:

- *Where is the competition going? Wherever that is, will they get there first?*
- *Does the cable industry have what it takes to remain on top?*
- *What is the mission of the cable industry today and in the future?*
- *What are consumers patterns in purchasing and using home technology?*
- *What are the prospects for home broadband technology?*
- *How do we handle the evolution to standardized cable modems; the approaches that they will take to exploit the Open Cable digital set-up platform; and the timing for introducing Internet-protocol versus switched circuit-based telephony services?*

Panelist include:

David A. Burch, General Manager, Adelphia Business Solutions

John Clark, Jr., President, Society of Cable Telecommunication Engineers (SCTE)

Bonnie Johnson, Area Director, Interval Research Corporation

Jerry Wolfer, Senior Vice President, Technology/Engineering, MediaOne

Moderator:

John Gilles Director of Strategic Development, ZDTV



John Gilles is the Director of Strategic Development for ZDTV. In that role, he is in charge of the company's strategy in convergence programming, from high-speed content for ZDTV.com to enhanced television on set-top boxes. He formerly managed the creation and daily production of websites for The Screen Savers and Call for Help. Previously, he was an online producer for The Site, a television show on MSNBC. Before that, he was a technology columnist and reporter for Gannett Newspapers. He has published articles in Wired News, Web Review, Whole Earth Review, and many other magazines, websites, and newspapers. He is the former managing editor of Technology Access Report, and has been quoted in The Wall Street Journal and San Francisco Examiner.



David A. Burch comes to Adelphia Business Solutions with 29 years of experience in the telecommunications industry. Most recently as the Director of Sales and Marketing for GTE of California and Vice-president and General Manager of Contel Advanced Systems, Inc., a wholly owned subsidiary of GTE. He oversaw the strategic and competitive direction of the company and was responsible for advertising, promotions, direct sales, market research, forecasts and new product introductions.

For nearly 50 years, Adelphia has been well known for delivering high-quality cable television services to communities throughout the nation. Several years ago Adelphia broadened its scope to become a major provider in the business marketplace as well. Burch will be responsible for expanding Adelphia Business Solutions to the Los Angeles area.

He holds a Bachelor's degree in Business Administration from Northwood University of Midland, Michigan and a Master's degree from Golden Gate University of San Francisco, California.



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.



Bonnie Johnson has been at Interval Research Corporation since 1992, most of that time as an Area Director overseeing groups that research consumers. She has developed a national reputation for innovative methods used to understand consumers' patterns in purchasing and using home technology. She has designed and conducted yearlong, multi-method projects studying children, GenXers, families with children, Boomers, and most recently cable subscribers. For the past three years, she has been looking at the prospects for home broadband technology, asking questions such as: What kind (segments) of people will be in the first big waves of adoption? What products/services will people love? What will attract people to broadband -- not only features and benefits, but also the market messages? She is also on Interval's new-business planning team. Prior to joining she held management positions at Intel and Aetna Life & Casualty, and VP of Marketing positions in a start up

(Focus Systems) and a consulting company (Humanware).

She taught organizational communication at the university level for ten years. Her Doctorate in Communication is from State University of New York; she did Post Doctoral study at Stanford University. She is the author of several books and numerous articles on business organization, technology and innovation including Managing Organizational Innovation, The Evolution from Word Processing to Office Information Systems (Columbia University Press, 1987; co-author Ronald E. Rice).



Jerry Wolfer currently serves as senior vice president - Engineering for MediaOne, the broadband services arm of MediaOne Group. Now the nation's third largest broadband telecommunications provider serving more than 5 million subscribers in 19 states, MediaOne employs more than 11,000 people. In his current position, Wolfer directs all enterprise-wide technical and engineering activities for MediaOne and will oversee completion of the \$5 billion upgrade to the company's Broadband networks.

Wolfer previously served as vice president - marketing and technical services for U S WEST International. He was responsible for technology strategy in all areas of telecommunications including CATV, high speed data and cablephone, cellular and wireline telephony systems on a world wide basis. In 1997 he was directly involved in construction of the world's largest hybrid fiber optic-coaxial (HFC) network in Australia and directed development and standardization of the first broadband networks to offer consumers telephone and high-speed data services in Japanese, Czech, Dutch and Belgian markets.

Date: Thursday, April 27, 2000

Time: 5:30 P.M. - 6:30 P.M. - Cocktails
6:30 P.M. - 8:00 P.M. - Dinner/Symposium

Place: Radisson Hotel
6161 W. Centinela Ave., Culver City, CA 90230
(310) 649-1776

Cost: \$45.00 SCCTA Members / \$55.00 Non-Members

Directions To The Radisson Hotel From:

Southbound on San Diego Freeway (405) - Exit Howard Hughes Parkway and follow it to Sepulveda. Turn right on Sepulveda, then left on Centinel. Right turn into hotel driveway at second signal.

Northbound on San Diego Freeway (405) - Exit Howard Hughes Parkway and follow it to Sepulveda. Turn right on Sepulveda, then left on Centinela. Right turn into hotel driveway at second signal.

Hollywood/Beverly Hills Area - La Brea, Fairfax, or La Cienega south to Jefferson. Right on Jefferson, left on Mesmer to Centinela. Left on Centinela then left into hotel.

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Method of Payment: Credit Card <input type="checkbox"/>		Visa or Master Card No.	
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Number Attending:		at Member rate \$45.00. Total\$	
Number Attending:		at Non-Member rate \$55.00. Total\$	
Please include all names of attendees for registration purpose. Thank you.			

Cancellations are required 24 hours in advance. No-shows will be invoiced for total amount due.

Please fax or mail your reservation today
SCCTA, 1070 E. Orange Grove Ave., Burbank, CA. 91501
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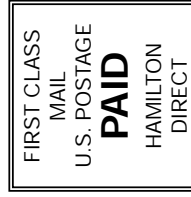
In this age of engineering empowerment, new services, markets, customers, revenues and profits, lets take a look into the crystal ball as we move forward in the new millennium. One does not need to sport a Ph.D. to fully grasp the concept that the cable industry is perfectly positioned for the high-speed, broadband, mega-channel distribution future that the world is demanding.

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

Join Us
Thursday, April 27th

**Focusing on
the Future
-
Taking Aim
Into the New
Millennium**

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