

RE: Attending CONNECTIONS™: The Premier Connected Home Conference | May 20-23, 2013

Dear

I am writing to seek approval to attend the 17<sup>th</sup> annual CONNECTIONS™: The Premier Connected Home Conference (co-located with CTIA 2013) from May 20-23 in Las Vegas, Nevada. It is important that we have representatives from our company at this connected home conference.

Almost every consumer experience now has a mobile component, from video viewing to controlling home systems, and CONNECTIONS™ focuses on innovative technology and business solutions for the connected consumer. The event features consumer research and market strategies to monetize digital content, mobile applications and services, value-added services, connected consumer electronics, and home systems.

The agenda includes key industry leaders from Comcast, DirecTV, Ericsson, Honeywell, LG Electronics, Microsoft, Ooyala, Qualcomm, Verizon, TiVo, VeriFone and many more, with keynote presentations from AT&T, Samsung, and Starz!

The conference, hosted by international research firm Parks Associates, specifically focuses on consumer trends, market analysis, and strategic insight for the following topics:

- Monetization strategies for broadband, entertainment, and cloud services
- Adoption and usage of connected CE platforms
- Impact of alternative video platforms, OTT, and advanced VOD
- Development of interactive second-screen features and services and implications for apps and advertising
- Business models and strategies for mobile platforms, applications, and emerging services
- Innovations in digital content discovery and delivery
- Connected home devices and value-added services - security, health, monitoring, and controls
- Consumer adoption, usage, and expectations regarding mobile, remote, and in-home tech support
- Partnerships and competition among broadband, mobile, and security service providers, utilities, manufacturers, and retailers

CONNECTIONS™ also features the Connected Home Pavilion, an area on the CTIA 2013 exhibit floor where attendees can preview demos from technology solutions providers for the digital home. The Pavilion offers excellent networking opportunities with CONNECTIONS™ and CTIA exhibitors and sponsors.

The CONNECTIONS™ Conference offers discounted rates for groups and other circumstances. I can contact [info@parksassociates.com](mailto:info@parksassociates.com) or 972-490-1113 to find out about available discounted rates.

I hope that this information is useful and demonstrates the value in my attending 2013 CONNECTIONS™: The Premier Connected Home Conference. Thank you for considering this opportunity!

Sincerely,