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
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](http://www.smartenergysummit2010.com)

**CONNECTIONS™: The Digital Living Conference and Showcase**
June 8-10, 2010 | Santa Clara, CA
[www.connectionsus.com](http://www.connectionsus.com)

**CONNECTIONS™ Europe Summit**
April 2010 | Amsterdam
November 2010 | Paris
[www.connectionseurope.com](http://www.connectionseurope.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
**Thursday, Jan 7, 2010**

| Time    | Session Title                                      |Speakers||Moderator|
|---------|----------------------------------------------------|--------|----------|
| 9:00 AM | **Service Provider Strategies for the Connected Home**<br>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: | Joly Benoit, Director, Connected Home Applications, **Thomson**<br>John Callahan, CTO, **ActiveVideo Networks**<br>Tom Carroux, Director, Sales and Market Development, **Irdeto**<br>Jaime Fink, CTO, **2Wire**<br>Ted May, VP, Strategy & Business Affairs, **Synacor**<br>David Sandford, Vice President, Marketing & Product Management, **TiVo** | Jayant Dasari, Research Analyst, **Parks Associates** |
| 9:45 AM | **The Connected TV – Displays and Beyond**<br>Update on 2009 sales and outlook for 2010<br>Lessons learned in marketing and promoting connected TVs<br>Current attitudes in Hollywood regarding the release of premium online video offerings<br>New applications and business cases | Bruce Anderson, General Manager, **IBM**<br>Mike Harris, Senior VP and GM, Connected Devices, **DivX**<br>Arlo Rose, Senior Director, Product Design, Connected TV, **Yahoo!**<br>Mitch Singer, President, **Digital Entertainment Content Ecosystem**; CTO, **Sony Pictures Entertainment** | 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?**<br>Parks Associates addresses key purchase process questions: |        |          |
|         | • How have consumers changed their CE shopping process during the past year?<br>• What portion of that change is due to the recession?<br>• What challenges and opportunities does this change in shopping behavior offer?<br>• Do CE shoppers have brand affinity? What causes brand switching? How can a company raise the visibility of its brand?<br>• Where does retail shine? Where is it weak? What can a company do to optimize its retail position?<br>• What will be the future role of the service provider in the delivery of hardware? | The Parks Associates Analyst Team |
### Thursday, Jan 7, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 PM</td>
<td>Break</td>
</tr>
</tbody>
</table>
| 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

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

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
GLOBAL SPONSOR

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

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
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.


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
Silver

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

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.


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
Supporting Organizations

Platinum Supporting Media

Supporting Media
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.

**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

**How Many TVs in Your Home Are Connected to a PVR?**
U.K.: Broadband Households

- 1 TV
- 2 TVs
- 3+ TVs
- No TVs

© 2009 Parks Associates.

**Europe Research Projects**

**Sponsors**

- ActiveVideo Networks®
- All Eyes on VIDEO
- Europe’s Digital Media Evolution
- Customer Support in the Digital Home

[www.connectionseurope.com](http://www.connectionseurope.com)
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

Submit Online to Speak!

www.connectionsconference.com