

TUESDAY - JUNE 8 (Showcase Hours: 6:00 - 8:00 pm)

8:30 am	<p>Pre-Show Events Monetizing the Digital Lifestyle Ballroom G In this workshop, the Parks Associates analyst team provides comprehensive insight, analysis, and forecasts of the digital living markets, including consumer research on buying habits, service and product preferences, and future purchase intentions.</p>
11:00 am	<p>Residential Energy Management: Home Area Networks and the Consumer Ballroom H In this workshop, the Parks Associates Home Systems research team discusses the latest developments for residential energy management and smart grid solutions and the efforts to develop HAN standards and extend these benefits to multiple systems within the home.</p>
4:00 pm	<p>Welcome - Opening Comments from Parks Associates Theater International research firm Parks Associates opens its 14th-annual CONNECTIONS™ with a look at the past, present, and future in consumer trends and the impact of the recent global recession on adoption patterns.</p>
4:30 pm	<p>Opening Keynote - Entertainment in a Connected World Theater Mitch Singer, CTO, Sony Pictures Entertainment; President, DECE In this keynote, Mitch Singer, CTO of Sony and president of DECE, will provide an overview of the state of the entertainment industry including trends that will help spur the marketplace as well as evolving distribution and industry opportunities.</p>
5:15 pm <i>Details - pg. 15</i>	<p>Special Session - Expanding Consumers' Digital Media Choices Theater As consumers demand more flexibility with video content, how do content producers and distributors remain relevant? This session provides insight into technology trends and offerings such as "digital lockers," TV Everywhere, and new video consumption and sharing methods. Participating Companies: Cisco Systems, Inc., MOD Systems, DivX, Inc., IBM</p>
6:00 pm	<p>Reception - Showcase</p>



WEDNESDAY - JUNE 9 (Showcase Hours: 7:45 am - 1:15 pm & 3:30 - 8:00 pm)

7:30 am	<p>Breakfast - Showcase - Sponsored by Roxio</p>	
8:15 am <i>Details - pg. 16</i>	<p>Opening Session and Research Presentation - Digital Lifestyles: Outlook Exhibit Hall A1 A Parks Associates Analyst Roundtable The manner by which consumers create and share personal and commercial content, enjoy a variety of programming and entertainment applications, communicate, and enhance productivity at home and on-the-go is evolving as digital technologies become more mainstream. As initial product and service deployments reach critical mass, the next wave of development will be in how applications, services, and features converge on products and via services. In this session, Parks Associates analysts discuss key consumer and technology trends.</p>	
9:00 am <i>Details - pg. 17</i>	<p>Opening Session - Monetizing Connected CE Exhibit Hall A1 The next generation of video services will be defined by converged applications, greater personalization and customization, multiscreen experiences, and new value-added services. This session discusses consumption of interactive entertainment in the digital era and opportunities in connected gaming, personalization of applications, Internet video, and mobile applications. In this developing space, where are the next opportunities for technologies, video platforms, differentiated services, and business models? Participating Companies: ActiveVideo Networks, Cisco Systems, Inc., Orange/France Telecom Group, Sonic Solutions (Roxio), Yahoo!</p>	

10:00 am

Keynote - TV Technology in the New Age of Consumer Buying | Exhibit Hall A1
Scott Birnbaum, Vice President, Samsung LCD Business

The buying decision for today's TVs has become more complex, while at the same time, more important in the list of home priorities. Consumers are no longer simply satisfied with a good picture and a decent warranty. Today, as this presentation will explore, they are looking at TVs as exceptionally thin wall hangings; energy-efficient Energy-Star rated appliances; and providers of crystal clear, movie-like viewing experiences. The presentation will compare thinness of panels, edge-lighting and energy efficiency, as well as contrast ratios, aspect ratios and the importance of faster refresh rates. As stereoscopic 3D also enters the TV picture in 2010, Mr. Birnbaum will cover how 3D can best be married with 2D to usher in a new dimension in post-HD customer satisfaction.

Consumers by the millions are gravitating toward TVs that can be seen as energy-saving thin-bezeled, wall art instead of power-hungry table furniture. Samsung's Birnbaum will explore where LCD technology is heading and how fast, as well as energy-efficiency comparisons between CCFL and LED back-lit alternatives. His presentation also will cover the accelerated movement toward a 16:9 aspect ratio and the short-term prognosis for 3D in the home.



10:45 am

Coffee Break - Showcase - Sponsored by Bronze Sponsors

11:15 am

Split Sessions

Details - pg. 18

TV and Online Video Advertising Metrics: Managing the Data | Ballroom F

The advertising industry is trying to catch up with consumers as their viewing shifts to the Internet and emerging digital media platforms. While industry stakeholders have access to vast amounts of user data, cross-platform measurement and data analytics are complex and varied. This panel addresses the challenges and opportunities of single-source measurement – tracking viewers across media platforms in the pursuit to standardize the collection, evaluation, and measurement of digital media consumer behavior.

Participating Companies: Comcast Spotlight, comScore, Inc., MEC (WPP's Group M), Navic at Microsoft, The Nielsen Company, Rovi Corporation

Details - pg. 19

Design Elements for Connected CE | Ballroom G

There are multiple components that have to function well in order to deliver a seamless experience to the end user. This session examines the demands on middleware and networking technologies to deliver a top-notch user experience and how these solutions can drive innovation.

Participating Companies: Allegro Software Development Corporation, BridgeCo Inc., Gigle Networks, Mocana, PacketVideo (PV)

Details - pg. 20

Mobile Internet and Cloud Services | Ballroom H

Consumer demand for anytime/anywhere entertainment and communications is driving the development of unified cloud services that can store all types of content and serve it to any screen in the connected home ecosystem. These services leverage connected and mobile CE for home and on-the-go use, and this panel looks at the tremendous growth opportunities available to hardware vendors and mobile and service providers.

Participating Companies: ACCESS Systems Americas, Alcatel-Lucent, Comcast Interactive Media, Jasper Wireless, mSpot, Inc.

12:15 pm

Networking Lunch - Showcase

1:30 pm

Split Sessions

Details - pg. 21

Energy Management as a Key Application for Home Controls | Ballroom F

The push for energy management opens new opportunities for a host of other applications to find that elusive mass-market status. This session looks at ways companies can leverage the momentum to build a broader base for home controls, security, and remote monitoring.

Participating Companies: 4Home, Control4, Ingersoll Rand, Intamac Systems, SmartLabs, Inc.

Details - pg. 22

Digital Home Technical Support Services | Ballroom G

Providing a smooth consumer experience includes assurances that all these digital home solutions will work together. At the same time, consumers have shown a willingness to pay for remote tech services, pushing revenues for this business into the hundreds of millions of dollars. This session looks at the business opportunities in the support market for CE, service providers, and third-party vendors, including the necessary steps to move from reactive to holistic support services.

Participating Companies: iTOK, Rsupport Inc., SecurityCoverage, Inc., Support.com, Verizon

Details - pg. 23

DRM, Conditional Access, and Payment Models | Ballroom H

Content protection has to reconcile the conflicts among the needs of content producers, service providers, CE companies, and consumers in order to realize fully the vision of flexible content usage to multiple screens throughout the home. This panel discusses the evolution of content protection and DRM, specifically the challenges of moving content across devices, the role of standards, and the ways DRM and CA systems can monetize content in new ways.

Participating Companies: Arxan Technologies, Inc., Intertrust Technologies, *representing Marlin*, Latens Systems, Verimatrix Inc.

2:30 pm

Split Sessions

Details - pg. 24

Trends in User Interfaces | Ballroom G

A fundamental aspect of fully monetizing content and services is ensuring consumers can find them. User interfaces guide consumers through the complexities of the connected lifestyle – and can generate revenue through advanced solutions such as advanced advertising, 3D features, and recommendation engines. This panel addresses the role of the user interface in the business model for the digital lifestyle.

Participating Companies: Alticast, NDS, Opera Software, Rovi Corporation, Verizon

Details - pg. 25

3DTV | Ballroom H

3D displays and content consumption are bringing significant opportunity to content producers, service providers, gaming companies, and display manufacturers. This panel discusses key developments in 3D technology creation and deployment, focusing on the opportunities to build new business around television and gaming applications.

Participating Companies: BigBand Networks, Motorola, RedMere, XpanD, Inc

Details - pg. 26

Home Area Network: Architectures and Implications | Ballroom F

As energy management and the smart grid move inside the home, utilities, broadband service providers, control systems vendors, and other firms are vying to extend the benefits to consumers. This session explores the challenges in developing viable HAN solutions – from standards-setting activities to building consumer demand.

Participating Companies: HomePNA Alliance, SimpleHomeNet, GridWise Architecture Council, U.S. Department of Energy, Wi-Fi Alliance

3:30 pm

Networking Break - Showcase - Sponsored by Bronze Sponsors

4:00 pm



Session - Service Provider Innovation | Exhibit Hall A1

Details - pg. 27

As competition among providers increases, customer satisfaction and retention strategies become critical to maintaining and growing market share. Service providers must offer unique value to their customers if they want to remain viable while building ARPU in the long term.

Value-added services such as VoD, interactive services, and tech support – combined with the ability for service providers to bring their managed networks to a growing number of consumer electronics devices – will sow the seeds for higher customer satisfaction and establish a foundation for new revenue streams. This panel discusses the innovations that can have a major bottom-line impact for service providers.

Participating Companies: Affinegy, AT&T, PlumChoice, Inc., Verizon Wireless - Open Development

5:00 pm	<p>Closing Keynote - The Connected Home: Turning SciFi into Non-Fiction Exhibit Hall A1 Joseph Ambeault, Director, Product Development and Management, Video Services, Verizon</p> <p>Ever wished you had a Star Trek tricorder to scan your surroundings, a Star Wars light-saber to keep the bad guys at bay, or the display technology from <i>Minority Report</i> to seamlessly move content from screen to screen? Mass market consumers are just beginning to realize what early tech adopters have known for a few years – home networking can bring many of the scenarios imagined by science fiction writers into our everyday lives. In this session we'll explore what it takes to live the dream today and what it will take to make even more of the cool tech imagined in science fiction tomorrow's reality.</p>	
6:00 pm	<p>Networking Reception - Showcase - Sponsored by Verizon Wireless Network with your peers after the CONNECTIONS™ Conference Sessions.</p> 	

THURSDAY - JUNE 10 (Showcase Hours: 7:45 am - 1:15 pm)

7:45 am	<p>Breakfast - Showcase</p>	
8:30 am <i>Details - pg. 28</i>	<p>Welcome and Research Presentation - Residential Energy Management Exhibit Hall A1 Parks Associates presents the latest research from its Residential Energy Management project, including consumer attitudes toward new energy management solutions.</p>	
9:00 am	<p>Keynote - Smart TVs: Ready for Primetime Exhibit Hall A1 Wilfred Martis, General Manager, Retail CE, Digital Home Group, Intel Corporation</p> <p>The long-foretold Smart TV Era is finally here. After false starts and uncoordinated initiatives, the key components are all in place: a technology platform, the content experience, and profitable revenue models.</p> <p>With the ecosystem aligned, things will move quickly. As with other digital industries, winners and losers will emerge in less than 18 months. Is your Smart TV strategy ready for primetime? Learn how Intel and its partners are making it easy to integrate your content and business models with the right technology at this critical moment in time.</p>	
9:45 am <i>Details - pg. 29</i>	<p>Session - Getting Consumers to Care about Home Controls Exhibit Hall A1 Home controls have remained in the upper strata of new home construction for decades. New approaches incorporating wireless and powerline technologies, a migration to IP-based systems, and the entry of key market movers are driving change and lowering prices. However, the industry believes that other applications, namely entertainment, remote monitoring, and energy management, will drive adoption of controls to the mass market, providing consumers with a bundle to build their interest.</p> <p>This panel of experts features discussion on the best strategies to move home controls into the mainstream. Participating Companies: Best Buy, Cisco Systems, Inc., D-Link, Logitech</p>	
10:45 am	<p>Coffee Break - Showcase - Sponsored by Bronze Sponsors</p>	

11:15 am

Split Sessions

Details - pg. 30

Business Models for Energy Management | Ballroom H

Advantages of the smart grid to utilities and their partners are well documented, but creating a viable business model for energy management within the home requires demonstrable benefits and a focus on the consumer. This session addresses the challenges in building the business case for energy management and the strategies accelerating the growth of this service sector.

Participating Companies: Direct Energy, iControl Networks, OpenPeak, Powerhouse Dynamics

Details - pg. 31

The Future of the Set-top Box | Ballroom F

New trends in cloud computing, green living, and online video are reshaping the set-top box. Carriers need a home hub that offers more capability for less capital. This session explores features service providers need to offer and how the set-top box needs to evolve to play a much larger role in the home network. The session also discusses the network and hardware requirements for “future-proofed” home hubs and the role of retail in driving this CE category.

Participating Companies: 2Wire, Inc., Actiontec Electronics, Cisco Systems, Inc., ProVision Communications, Technicolor, Zenverge

Details - pg. 32

TV Everywhere and Online Video | Ballroom G

The consumer video experience is expanding into the cloud and incorporating more than just TV and movie content. This panel identifies the near- and long-term roadmap for the shape of television, video, and entertainment consumption and how these changes, from visual networking to the three-screen ecosystem, will affect CE and service providers.

Participating Companies: Epix, ExtendMedia, thePlatform, Comcast’s online video publishing subsidiary, Vuze, Inc.

12:15 pm

Networking Lunch - Showcase

1:15 pm

Details - pg. 33

Session - Innovations & Investments: Venture Capitalist Insights | Ballroom G

Industry-leading venture capitalists discuss the next innovations in digital living and trends for the next round of digital living investments.

Participating Companies: Crosslink Capital, Granite Ventures, Pond Venture Partners Ltd., Tellus Venture Associates, VentureBeat

2:15 pm

CONNECTIONS™ Wrap-up and Q&A | Ballroom G

Parks Associates hosts an informal discussion to finish CONNECTIONS™ with a review and analysis of the conference events. This session offers an excellent opportunity for attendees to ask questions and hear analyst insights on the event.

Analysts

- Farhan Abid**, Research Analyst, Parks Associates
- Bill Ablondi**, Director, Home Systems Research, Parks Associates
- Pietro Macchiarella**, Research Analyst, Parks Associates
- Kurt Scherf**, Vice President, Principal Analyst, Parks Associates
- Stuart Sikes**, President, Parks Associates
- Harry Wang**, Director, Health & Mobile Product Research, Parks Associates
- Heather Way**, Research Analyst, Parks Associates