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Monetizing Connectivity in the Home

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9:30-10:45 AM **SMART TV 2012 OUTLOOK**

Over 40 percent of all flat-panel TVs sold in 2011 were Internet-connectable, causing huge shifts in viewing habits and in the use of game consoles, tablets, cloud servers and smartphones. Explore television's evolving role as the foundation of the connected home and its influence on the in-home entertainment/information experience.

Richard Bullwinkle, Chief Evangelist, Rovi Corporation

Kurt Hoppe, Director, Smart TV Innovations and Alliances, LG Electronics

Patrick McGinnis, Vice President of Exclusive Brands, Best Buy

Dan Williams, Associate Partner, Consumer Technology Practice, LEVEL Studios

MODERATOR | Kurt Scherf, Vice President, Principal Analyst, Parks Associates

11 AM - 12:30 PM **VIDEO: THREE SCREENS AND BEYOND**

Content must stretch across multiple consumer platforms—smartphones and tablets in hand, connected TVs and Blu-ray players at home. Track premium video's progress across multiple screens in and outside of the home, and get the inside track on consumer demand and business opportunities at each point in this expanding ecosystem.

Jean-Pierre Bienaimé, SVP Strategy & Communications, Orange; Chairman, UMTS Forum

Scott Burnett, Director, Global Consumers Electronics Industry, IBM

Marty Roberts, VP of Sales & Marketing, thePlatform, a subsidiary of Comcast

Stuart Rosove, VP of Integration, Irdeto Intelligence, Irdeto

Ben Weinberger, CEO and Co-founder, DigitalSmiths

Mitch Weinraub, VP, Product Development, Insight Communications

MODERATOR | Brett Sappington, Director, Research, Parks Associates

1-2:15 PM **CONSUMER DEMAND FOR ENERGY AS A SERVICE**

Broadband has opened the home energy market to companies beyond traditional utilities and energy-service providers. Using data from Parks Associates' Residential Energy Management research service, this session unearths the untapped possibilities for providers and manufacturers in the energy sector and shares how market forces and consumer demand are creating new value-added services.

Leon Hounshell, Division General Manager, 4Home Connected Solutions, Motorola Mobility

Peter Porteous, CEO, Blue Line Innovations

Ann Shaub, Director, Consumer Product Management, Verizon

Jonathan "J.T." Thompson, Utility Sales Leader, GE Appliances

MODERATORS | Tom Kerber, Director, Research, Home Controls and Energy, Parks Associates

Stuart Sikes, President, Parks Associates

2:30-3:45 PM **TECHNICAL SUPPORT, CUSTOMER SERVICE, AND THE LIFECYCLE IN THE DIGITAL HOME**

With the rise of complex, interconnected devices, the need for tech support has grown exponentially. This gives OEMs, retailers, and broadband and independent providers an unprecedented opportunity to forge loyalty-driven, long-lasting consumer relationships. Learn about changes in tech support, their impact on customer satisfaction and the role of the cloud.

David L. Foote, Chief Technology Officer, Hitachi Communication Technologies America, Inc.

James Morehead, VP Product Management, Support.com

Todd O'Brien, Services Marketing Director for North America Consumer, Dell

Ted Werth, Founder and CEO, PlumChoice

Michael Wexler, VP, Business Development and Product Strategy, Radialpoint

MODERATOR | Kurt Scherf, Vice President, Principal Analyst, Parks Associates

4:00-5:15 PM **THE PERSONAL CLOUD AND DIGITAL LOCKER**

Consumers increasingly see physical media as an inconvenience, yet early data show they are not ready to move everything to the cloud. Hear the latest consumer research on the transition to the cloud and enhance your knowledge of the business challenges and opportunities created by the digital locker.

Gary Brotman, Director, Product Marketing, Qualcomm Atheros

Corey Halverson, Product Director of Business Solutions, Akamai Technologies

Stefan Jenzowsky, Head of Business Unit Multimedia, Siemens Communications, Media and Technology

Benoit Joly, Senior VP—Operational Marketing, Technicolor

TBA, GSMA

MODERATOR | Harry Wang, Director, Health and Mobile Product Research, Parks Associates

5:30 PM **RECEPTION** | Sponsored by GSMA

The GSMA is the global representative body of more than 800 operators as well as more than 200 companies in the broader mobile ecosystem.

Meet the GSMA at the CONNECTIONS™ Summit and the Networking Reception and learn more about the exciting new market opportunities created by The Connected Life.

The Connected Life, describes a world, where consumers and businesses enjoy great new services through ubiquitous internet coverage provided by advanced mobile broadband networks and experienced through multiple device types, many beyond traditional mobile devices. www.gsmaconnectedlife.com



NETWORKING RECEPTION AT CES

Join the CONNECTIONS™ Community for drinks and appetizers following the CONNECTIONS™ SUMMIT Sessions

Invite Only. January 10th at 5:30 PM

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