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PARKS ASSOCIATES  CEA

Las Vegas, NV | January 7 | 2010

PROGRAM GUIDE



Thursday, Jan 7, 2010

9:00 AM	<p><b>Service Provider Strategies for the Connected Home</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• What is the status of tru2way deployments?</li> <li>• Do the telcos have an edge with their greenfield deployments?</li> <li>• Beyond HD, VoD, and SDV, what features do service providers expect the STB to support?</li> <li>• How can service providers ensure connectivity among disparate platforms and services?</li> <li>• What role will residential gateways play in video distribution?</li> <li>• How will disparate DRM and conditional access (CA) solutions get translated across devices?</li> <li>• What is the role of DRM and CA systems in differentiating and monetizing content?</li> </ul> <p><b>SPEAKERS</b>                  Joly Benoit, Director, Connected Home Applications, <b>Thomson</b>                  John Callahan, CTO, <b>ActiveVideo Networks</b>                  Tom Carroux, Director, Sales and Market Development, <b>Irdeto</b>                  Jaime Fink, CTO, <b>2Wire</b>                  Ted May, VP, Strategy &amp; Business Affairs, <b>Synacor</b>                  David Sandford, Vice President, Marketing &amp; Product Management, <b>TiVo</b></p> <p><b>MODERATOR</b> Jayant Dasari, Research Analyst, <b>Parks Associates</b></p>
9:45 AM	<p><b>The Connected TV – Displays and Beyond</b></p> <p>If 2008 and 2009 set "Stage One" of the connected TV market, what will 2010 and beyond bring in terms of features, applications, and core technologies? What role will the connected TV have in content, communications, controls, and commerce? This presentation provides attendees with primary consumer data on interest in and willingness to pay for connected TV applications, including the following topics:</p> <ul style="list-style-type: none"> <li>• Update on 2009 sales and outlook for 2010</li> <li>• Lessons learned in marketing and promoting connected TVs</li> <li>• Current attitudes in Hollywood regarding the release of premium online video offerings</li> <li>• New applications and business cases</li> </ul> <p><b>SPEAKERS</b>                  Bruce Anderson, General Manager, <b>IBM</b>                  Mike Harris, Senior VP and GM, Connected Devices, <b>DivX</b>                  Arlo Rose, Senior Director, Product Design, Connected TV, <b>Yahoo!</b>                  Mitch Singer, President, <b>Digital Entertainment Content Ecosystem</b>; CTO, <b>Sony Pictures Entertainment</b>                  Scott Smyers, Chairman, Board of Directors, <b>Digital Living Network Alliance (DLNA)</b>; SVP, <b>Sony</b></p> <p><b>MODERATOR</b> Kurt Scherf, Vice President, Principal Analyst, <b>Parks Associates</b></p>
10:45 AM	<p><b>Break</b></p>
11:00 AM	<p><b>Consumer Electronics Purchases: Are Consumers Back in the Buying Mood?</b></p> <p>Parks Associates addresses key purchase process questions:</p> <ul style="list-style-type: none"> <li>• How have consumers changed their CE shopping process during the past year?</li> <li>• What portion of that change is due to the recession?</li> <li>• What challenges and opportunities does this change in shopping behavior offer?</li> <li>• Do CE shoppers have brand affinity? What causes brand switching? How can a company raise the visibility of its brand?</li> <li>• Where does retail shine? Where is it weak? What can a company do to optimize its retail position?</li> <li>• What will be the future role of the service provider in the delivery of hardware?</li> </ul> <p><b>SPEAKERS</b>  <b>The Parks Associates Analyst Team</b></p>



Thursday, Jan 7, 2010

12:00 PM	Break
12:15 PM	<p><b>The Mobile Aspect of Unified Infotainment: Opportunities and Challenges</b>                      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.</p> <p><b>SPEAKERS</b>                      Timo Bauer, Senior Vice President &amp; General Manager Americas, <b>NewBay Software</b>                      Jean-Pierre Bienaimé, Chairman, UMTS Forum, <b>Orange</b>                      Rick Schwartz, Senior Product Manager, <b>PacketVideo</b>                      Lauren Thorpe, Senior Director, Developer Relations, <b>Qualcomm</b></p> <p><b>MODERATOR</b> Harry Wang, Director, Health &amp; Mobile Product Research, <b>Parks Associates</b></p>
1:15 PM	Break
1:30 PM	<p><b>Advances in Television Advertising</b>                      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:</p> <ul style="list-style-type: none"> <li>• What key players and technologies will further industry growth?</li> <li>• Will pay-TV providers successfully integrate advanced TV advertising into their existing infrastructure?</li> <li>• What's the main focus of Canoe Ventures?</li> <li>• What are the existing and proposed business and pricing models?</li> </ul> <p><b>SPEAKERS</b>                      Chris Allen, VP, Director of Video Innovation, <b>Starcom USA</b>                      Brian Chamberlin, Manager, Interactive Projects, <b>NDS</b>                      Scott Rosenberg, VP of Advanced Advertising, <b>Rovi Corporation</b>                      Paul Woidke, SVP and GM, Advanced Advertising, <b>OpenTV</b></p> <p><b>MODERATOR</b> Heather Way, Research Analyst, <b>Parks Associates</b></p>
2:30 PM	Break
2:45 PM	<p><b>Bringing the Smart Grid to the Smart Home</b>                      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.</p> <p><b>SPEAKERS</b>                      Susan Cashen, Vice President, <b>Control4 Energy Systems</b>, a division of Control4                      Steve Cashman, Chief Strategy Officer, <b>Exceptional Innovation</b>                      Joe Dada, President and CEO, <b>SmartLabs</b>                      Chris Deutschen, Senior Manager, Innovation and Business Development, <b>Direct Energy</b></p> <p><b>MODERATOR</b> Bill Ablondi, Director, Home Systems Research, <b>Parks Associates</b></p>
3:45 PM	Break



Thursday, Jan 7, 2010

<b>4:00 PM</b>	<p><b>3D: Adding New Dimensions to Entertainment</b>                      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.</p> <p><b>SPEAKERS</b>                      Hope Fulgham, CEO/CMO, <b>Piazza Advertising</b>                      Peter Lude, Senior Vice President of Engineering, <b>Sony</b>                      Howard Postley, CTO/COO, <b>3ality Digital</b>                      Peter Smyth, Founder &amp; CEO, <b>RedMere</b>                      Simon Tidnam, Vice President, Sales &amp; Marketing, <b>HDlogix</b></p> <p><b>MODERATORS</b> Kurt Scherf, VP &amp; Principal Analyst, &amp; Stuart Sikes, President, <b>Parks Associates</b></p>
<b>6:00 PM</b>	<p><b>Reception</b></p>



PARKS ASSOCIATES

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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

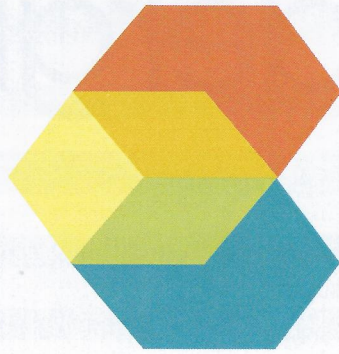
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**CES**



## Program Schedule

8:30 - 8:35 a.m.

### Welcome Address

**Devendra Mishra**, Conference Chairman and Chief Strategist, MESA



Mishra

8:35 - 9:15 a.m.

### CESCA Executives Summit: Coming To The Rescue in Tough Economic Times!

*The challenges and solutions faced by the Consumer Electronics and High-tech industry during the current economic times will be addressed in the context of cash crunch and limited credit availability, consumer behavioral changes and instability of trading partners.*

**Moderator: Devendra Mishra**, Professor, Decision Sciences, Graziadio School of Business & Management

**Panelists: Raul Corella**, Vice President Global Supply Chain & Operations, Monster Cable Products  
**Nick Delany**, President, VTech Communications

**Mike Noblit**, Senior Vice President, North America Operations, Samsung

**Mark Payne**, Vice President, Operations, Linksys [division of Cisco]

**Yuka Yu**, Vice President, Global Supply Chain Operations, Sony Electronics



Corella



Payne



Yu

9:15 - 10 a.m.

### Do You Think Your Supply Chain Is Producing The Profit You Expected?

*Supply chain excellence strives to shorten lead times, create greater flexibility in the process, increase reaction to demand signals, and add to the bottom line. However, at the end of the year, many world class companies discover severe cash leakage, longer cash to cash cycles, and poorer service to their customers, and drops in profitability.*

**Moderator: Michael Aguilar**, CEO, Intrepid Consulting

**Tony Gorski**, Chief Executive Officer, Demand Point

**LeRoy Nelson**, Global Program Director, Leupold Inc.



Aguilar



Nelson



Gorski

10 - 10:30 a.m.

### SESSION I: Your Supply Chain Doesn't End at the Cash Register

*In today's "Content Economy" CE companies are connecting ongoing customer care to the value add of providing premium content directly to their purchased device. This fundamental shift in the idea of where the transaction ends requires an integrated approach between CE manufacturers, constant aggregators and content holders to service these valuable customer relationships through web-integrated devices.*

**Reid Sullivan**, Senior Vice President, Strategic Marketing, Samsung Electronics



Sullivan

10:30 - 11 a.m.

### Networking Break

11:00 - 11:15 a.m.

### SESSION II: The Art and Science of Collaborative Planning and Forecasting

*As CE companies attempt to prevent margin erosion, managing the presence and reacting at the retail store is turning out to be a potent weapon. How can planning at a store level be a tool to shaping inventory demand? Learn about companies who use unique delivery methodologies to leap-frog the traditional retailer relationships by leveraging store level analytics and decision analysis.*

**Prakash Arunkundrum**, Program Director, Process Consulting, i2 Technologies



**11:15 a.m. - 12 p.m. SESSION II: The Art and Science of Collaborative Planning and Forecasting**

Sponsored by **ORACLE**

*The current recession has caused retailers to reduce their inventories, while they're driving price-sensitive promotions and accelerating sell-off of excess inventories. Solutions from this panel will focus on handling these volatile and unpredictable conditions through collaborative planning, forecasting, replenishment and demand shaping – all based on monitoring closely consumer purchasing demand.*



Yehiav



Hypko



Corella

**Moderator: Guy Yehiav**, Vice President of Value Chain Planning, Oracle

**Panelists: Raul Corella**, Vice President Global Supply Chain and Operations, Monster Cable Products

**Eric Frankenburg**, Director, Sales & Operations Planning, Consumer Products Group, Cisco

**Kai Hypko**, Senior Director Global Supply Chain, Plantronics

**Wes Olsen**, Managing Director – Manufacturing US/CANADA, Cisco



Olsen

**12 - 1:00 p.m. SESSION III: Uncovering the Mystery of the Dreaded Stock Out**

Sponsored by **TERADATA**

*The retailer loses sales, the manufacturer loses re-orders and the consumer loses out entirely if a product is out of stock. Balancing inventory in a multi-tier infrastructure of retail stores, DCs and Manufacturer's DC represents an optimization challenge. Solutions will be discussed to improve allocation of goods shipped by the supplier to the retailer's DCs and then to their individual stores. Visibility of inventory at all nodes of the supply chain and frequent sharing of POS data is a quick win for all parties.*



Moore



Wiebe



Noblit

**Introduction: Greg Moore**, Solution Director, Demand & Supply Chain Center of Expertise, Teradata

**Moderator: Cheryl Wiebe**, Consulting Partner, National Media, Entertainment & eBiz Practice, Teradata

**Panelists: Mike Noblit**, Senior Vice President, North America Operations, Samsung

**Mark Payne**, Vice President, Operations, Linksys (a division of Cisco)



Payne

**1 - 1:45 p.m. Networking Luncheon**

**1:45 - 2:15 p.m. SESSION IV: The Information Supply Chain: Keeping All Partners on the Same Page**

**Social Networking Technology Serves Dealers Through Collaboration**

*Pioneer Electronics has deployed technologies of instant messaging, social networks, blogging and wikis to build a vibrant online community of 4,000-dealer network across the United States to sell car audio, navigation devices and accessories. In addition, they share knowledge, take training, promote their stores, provide installation information, and build allegiance to the brand. Dubbed Mobile Electronics Live, the challenge of channel communication has been met by the strategic utilization of a creative studio and a technology solution provider.*



Shoales

**Chris Kehring**, Marketing Communications Manager of Pioneer Electronics.

**Jeremy Schoales**, Senior Marketing Specialist, Pioneer Electronics (USA) Inc.



2: 15 – 3 p.m.



Pearlman



Haner

**SESSION IV: The Information Supply Chain: Keeping All Partners on the Same Page**

*A clear flow of information amongst B2B partners will be discussed, using new Web 2.0 tools, to decrease information overload and enable better customer service. Ways to share information with more timely and accurate data exchange, data synchronization and master data management will be presented to help participants make better informed retail inventory management decisions.*

**Moderator:** Russ Pearlman, Principal, Media & Entertainment Group, Capgemini

**Panelists:** Oded Haner, Chief Information Officer, Monster Cable Products

Steve Keifer, Vice President, Industry and Product Marketing, GXS

Drew Martin, Senior Vice President and Chief Information Officer, Sony Electronics

Sanjay Ravi, Managing Director, Worldwide High Tech and Electronics Industry, Microsoft

Joe Zenobio, Senior Vice President and Chief Product & Solutions Officer, GS1



Martin



Ravi



Zenobio

3 – 3:30 p.m.

**Networking Break**

3:30 – 4 p.m.

**SESSION V: Bridging The Digital Divide: Consumer Electronics and Hollywood**

**The Synergies and Convergence of Software and Hardware Supply Chains To Deliver Entertainment**

*In today's on-demand world, consumer electronics manufacturers are faced with two major challenges to supply chain management: shorter and shorter product lifecycles and continuously expanding alternate delivery channels. Whether through daily tracking and vendor-managed replenishment of DVD titles, collaborative forecasting at the retail store level, or coordinated product launches, companies must be responsive to customer demand like never before. Discover what a TV supply chain and Entertainment supply chain have in common and where they differ.*

**Yuka Yu**, Vice President, Global Supply Chain Operations, Sony Electronics



Yu



Eklund

4 – 4:45 p.m.

**SESSION V: Workshop Panel Discussion**

*Convergence is real for today's hardware manufacturer who needs to ride the wave of consumer content demand while managing their product inventory and overall mix. Experts will address hardware and software driving, web-enabled devices and business models – and what they mean to the CE supply chain.*

**Moderator:** C. J. Wehlage, Vice President Supply Chain Systems, Sony Electronics

**Panelists:** Don Eklund, Executive Vice President, Advanced Technologies, Sony Pictures Home Entertainment

Margaret Kairis, Director, Customer Supply Chain Operations Retail, Sony Electronics

Adam Lesh, Chief Technology Officer, Testronic Laboratories

Thomas Moran, Senior Director, Media & Entertainment Market, Saavis

Yuka Yu, Vice President, Global Supply Chain Operations, Sony Electronics



Wehlage



Moran



Lesh

4:45 – 5:30 p.m. **SESSION VI: How to Take the Risk out of Inventory and Cash Management**

**Workshop Panel Discussion**

*Retailers' capital liquidity has led to a reduction in new product launch quantities, more frequent replenishment, accelerated product returns, rationalization of SKUs and increased demand for MDF to promote sales. Strategies will be discussed for the new norm of capital constraint.*

**Moderator:** Leo Lin, CFO, Monster Cable Products

**Panelists:** John Brockwell, Vice President, J. P. Morgan Trade Management Consulting

Judy Love, Executive Vice President, Comerica Bank



Brockwell



Love

5:30 – 6:30 p.m. **Cocktail Reception**