



FOR IMMEDIATE RELEASE

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IPTV TAKES CENTER STAGE AT SUPERCOMM

IP Video@SUPERCOMM To Show What Telcos Must Do to Succeed With Video Distribution

Washington, D.C. and San Jose, Calif. — The United States Telecom Association (USTA), one of the co-owners of SUPERCOMM, and Viodi, LLC will co-produce the IP Video@SUPERCOMM conference June 6th and 7th at McCormick Place in Chicago. With eleven sessions and more than 40 speakers, the conference will explore the recipe for success when distributing video over an IPTV network. Speakers from a diverse group of companies, including The Walt Disney Company, Fox Cable Networks, Motorola, Redback Networks, Insight, SBC and PCCW, will share their views on what is required for operators, new or old, to be successful in the increasingly competitive telecommunications market.

“IP Video has made headlines recently with a number of significant announcements by large and small communications service providers,” explained John Abel, senior vice president of membership, marketing and business development for USTA. “In today’s rapidly converging communications market, carriers must offer video along with their other services. This conference addresses practical ways for operators to add video to their existing lineups.”

Sessions at IP Video@SUPERCOMM will cover topics including content differentiation strategies, content provider requirements, successful telco deployments, the role of advertising, regulatory implications, back-office impacts and practical uses for interactive television.

“We are pleased to be working once again with USTA to continue the IP Video series,” stated Ken Pyle, President of Viodi, LLC. “This is the most comprehensive conference we have produced to date on IPTV and I look forward to hearing from the industry leaders at this event. Their practical experience will help attendees separate reality from the hype surrounding IPTV.”

IP Video@SUPERCOMM will be held June 6th and 7th at McCormick Place in Chicago, IL. Special early bird discounts are still available and you can register online at:
http://www.usta.org/events.php?urh=home.events.supercomm05_IPVideo

About USTA – www.usta.org

USTA is the premier trade association representing service providers and suppliers for the telecom industry. USTA’s 1,200 member companies offer a wide range of services, including local exchange, long distance, wireless, Internet and cable television service.

About Viodi, LLC – www.viodi.com

Viodi (pronounced V-O-D) aims to be the bridge between the Heartland and Hollywood. With roots in the Heartland, Silicon Valley and Hollywood, Viodi and its associates bring a unique perspective to help the independent telco learn about, acquire and promote VOD and iTV content.

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