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Contact: [press@scte.org](mailto:press@scte.org)

## TECH INNOVATORS TO SHINE IN VIRTUAL CABLE-TEC EXPO® IMAGINE ZONE

### *Vendors Set Sights on Next Generation of Networks and Operational Techniques*

**OCTOBER 8, 2020 (EXTON, PA)** — Networks and operational practices that are driving the future of cable will be in the spotlight when leading technology suppliers share visionary and practical insights in the Imagine Zone Oct. 12-15 at SCTE•ISBE Cable-Tec Expo® Virtual Experience.

The role of 10G in the smart home, next-generation access architectures, digitization and cloud virtualization and more will be on the agenda during more than a dozen presentations, panels and one-on-one conversations as part of the four-day Imagine Zone program. The Imagine Zone also will feature presentations by operators, associations, media partners and SCTE•ISBE.

Among the technology community insights will be (all times ET):

#### **Oct 12**

- The 10G Platform: Powering the Smart Home of the Future (Commscope), 1:30 p.m.
- New approaches to Service Activation and Maintenance (Viavi), 3:00 p.m.
- Strategy for Cable: A CTO's View (Cisco), 4:00 p.m.
- How Digitization and Network Clouds will impact the future of the Cable Industry: A Fireside Chat between Steve Canepa, IBM, and Mark Dzuban, SCTE•ISBE, 4:30 p.m.

#### **Oct 13**

- Start Building the HFC Network of the Future Today (ATX), 10:30 a.m.
- Top 10 Most Asked Questions About Next-Generation Cable Access: R-PHY, R-MACPHY, and FTTH (Vecima), 1:00 p.m.
- Smart Visibility for Network and Service + DDoS Protection (NETSCOUT), 2:00 p.m.
- The COVID Conundrum: Lessons Learned Accelerating Network Evolution (Corning), 2:00 p.m.
- The Benefits of Using Lithium Iron Phosphate (LiFePO<sub>4</sub>) over Lead-Acid (VRLA) Batteries for HFC Network Standby UPS Powering (Lindsay Broadband), 3:30 p.m.

#### **Oct 14**

- Utilizing Distributed Software and Multipurpose Computing for DAA (Intel), 11:00 a.m.
- Emergency Preparedness presented by TVC & Corning, 3:00 p.m.
- Leveraging Cloud-Based Private LTE/5G, SD-WAN and IoT Platforms to Deliver Next-Gen Cable Services (Nokia), 3:30 p.m.

#### **Oct 15**

- Why Latin American MSO's are plugging into the FTTH Migration: Spanish Speaking Session (Corning), 11:00 a.m.
- Building and Deploying a Next Generation IPTV Platform (Vecima), 1:00 p.m.
- VIAVI Fiber Construction Workshop, 1:30 p.m.

Cable-Tec Expo Virtual Experience also will include an opening demonstration of breakthrough technology; 40 Fall Technical Forum workshops featuring more than 110 presentations; and visionary remarks by many of the industry's most senior executives, including Michael Powell, president and CEO, NCTA – the Internet & Television Association; Tom Rutledge, chairman and CEO, Charter Communications; Dave Watson, president and CEO, Comcast Cable; and Mike Fries, CEO and vice chairman, Liberty Global. Themed “Imagine the Possibilities,” the event will also include a Learning & Development Experience, an interactive Exhibitor Gallery, the annual SCTE•ISBE awards celebration, and more. Expo 2020 is co-chaired by Ed Marchetti, senior vice president of operations for Comcast, and Tom Monaghan, senior vice president, field operations for Charter Communications.

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### **SCTE•ISBE Cable-Tec Expo®**

*The largest cable telecommunications and technology tradeshow in the Americas, SCTE•ISBE Cable-Tec Expo® is known across the industry and beyond as the preeminent venue for thought leadership, engineering innovation, and deal-making within the broadband telecommunications sector. No other industry event brings together content and service providers, technology partners, industry experts and innovators at every level to learn, network, and shape the future of connectivity. More information at [expo.scte.org](http://expo.scte.org).*

### **About SCTE•ISBE**

*SCTE•ISBE is envisioning the future of connectivity, today. Through technological leadership and innovation in the cable industry, SCTE•ISBE is creating a more connected world. As a not-for-profit member organization, SCTE•ISBE moves member companies forward through continuous training for the workforce of tomorrow and by putting leaders into the conversations that matter. In partnership with Cable Labs® and NCTA, SCTE•ISBE is building the future of 10G, leveraging its expertise for the acceleration and deployment of technology. SCTE•ISBE is the force behind the annual SCTE•ISBE Cable-Tec Expo®, the largest cable telecommunications and technology trade show in the Americas. More at [www.scte.org](http://www.scte.org).*