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NCTA'S MICHAEL POWELL, CABLELABS' PHIL MCKINNEY, SCTE•ISBE'S MARK DZUBAN TO EXAMINE FUTURE TECHNOLOGY DEPLOYMENT AT CABLE-TEC EXPO®

First Joint Panel To Address Collaborative Roles In Speeding Innovation Deployment and ROI

MAY 15, 2018 (Exton, PA)—In their first joint panel appearance, the current President/CEOs of NCTA, CableLabs®, and SCTE•ISBE will outline at SCTE•ISBE Cable-Tec Expo® this fall how the cable industry is collectively harnessing their organizations' strengths to advance near- and long-term technology deployments that will maintain the industry's leadership role amidst rapid marketplace changes.

In an announcement today, the Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), said that NCTA's Michael Powell, CableLabs' Phil McKinney, and SCTE•ISBE's Mark Dzuban will be featured as part of an Opening General Session panel entitled "An Integrated Circuit: Closing the Links Between Innovation, Deployment and ROI" on Tuesday, Oct. 23. The panel will be moderated by Tony Werner, President, Technology and Product, Comcast Cable.

Early bird registration for SCTE•ISBE Cable-Tec Expo 2018 is now available at expo.scte.org/attendee-registration. The event will be conducted from Monday, Oct. 22, through Thursday, Oct. 25, at the Georgia World Congress Center, in Atlanta.

"The cable industry's leadership in deploying new technologies has been a cornerstone of our mission to provide consumers with services that make their lives better," said Powell. "As technology continues to transform connectivity and entertainment, our organizations will lay the foundation for rapid implementation of next-generation products that will continue to meet consumer demand."

"When we look at the next 10 years, we see tremendous opportunities not only for cable but for cable's impact on healthcare, education, automotive, and any industry that requires access to high-speed broadband," said McKinney. "The close relationship with NCTA and SCTE•ISBE helps the industry deploy CableLabs' innovations to the benefit of those customers."

"SCTE•ISBE's applied science mission is fundamental to bringing the vision of NCTA's members and CableLabs' innovators to life," said Dzuban. "Our collaboration with both organizations has spurred development of training, certification, and standards that have helped to accelerate the time-to-market and ROI for products that are maintaining cable's competitive edge."

Powell, who served as Chairman of the Federal Communications Commission from 2001 to 2005 and was an FCC Commissioner for eight years, has been a pivotal figure in the rapid transformation of communications markets into the digital age. McKinney, who joined CableLabs in 2012 after retiring

from Hewlett-Packard, is leading the development of technologies and specifications that are enabling the future of broadband communication and moving the industry forward. During Dzuban's nine years with SCTE•ISBE, he has transformed the organization into a next-generation leader in workforce education, standards, energy management, and other areas that improve ROI for the industry.

SCTE•ISBE Cable-Tec Expo® is renowned as the pre-eminent venue that combines the thought leadership, engineering innovation, and deal-making that power the technological future of broadband telecommunications. As a nexus for content and service providers, technology partners, and industry experts, Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction.

Under the leadership of 2018 Program Chair Kevin Hart, Executive Vice President and Chief Product and Technology Officer for Cox, Cable-Tec Expo has continued to grow in scope. This year's event has attracted 260 abstracts for Fall Technical Forum workshops, produced in association with NCTA and CableLabs®, as well as for Innovation Theater sessions. In addition, the Cable TV Pioneers will conduct their annual banquet in conjunction with Expo, on Monday, Oct. 22. Attendance, exhibit, and sponsorship/advertisement information about SCTE•ISBE Cable-Tec Expo is at <http://expo.scte.org>.

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*The **Society of Cable Telecommunications Engineers (SCTE)** is part of a unique ecosystem that has the power to prepare the workforce to meet the ever-changing demands of the Telecommunications Industry. Our members can realize streamlined delivery of products and services, improved customer satisfaction, and increased employee retention rates directly impacting business results. In cooperation with our partners, CableLabs® and NCTA, SCTE prepares tomorrow's telecommunications leaders by communicating new Industry trends and technology, developing standards, and delivering relevant training and certification programs to enhance members' expertise and professional development. SCTE and its global brand, the International Society of Broadband Experts (ISBE), build value for corporate, vendor, and individual members by creating peer networking opportunities, professional mentoring, and communication of Industry information. Visit www.scte.org. Connect with SCTE at www.scte.org/socialmedia.*

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