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ADVANCED MEDIA TECHNOLOGIES ALLIES WITH SCTE•ISBE TO STRENGTHEN SALES EFFORTS

Now Offers SCTE•ISBE Training Resources To Deliver Business Results For Cable Telecom Industry

SEPT. 4, 2018 (Exton, PA)—The Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), today announced that it has reached an agreement with Advanced Media Technologies (AMT) that will expand the availability of SCTE•ISBE learning and development resources for the cable telecom workforce.

Under the agreement, AMT will represent SCTE•ISBE before non-CAP member Tier 2 and Tier 3 cable operators, as well as telecommunications and Internet Service Providers, within the United States. AMT will make available a diverse catalog of SCTE•ISBE offerings, including Online and Onsite Training and Enterprise Licenses for SCTE•ISBE courses. Information on SCTE•ISBE learning and development is available at scte.org/courses.

“With their extensive background in cable and telecommunications, Advanced Media Technologies is well positioned to communicate the value of SCTE•ISBE training to existing and new customers,” said Matt Aden, vice president, sales and operations for SCTE•ISBE. “We look forward to working with the AMT team to expand the availability of training to increase skills and further the technical expertise that can boost ROI for our industry.”

“SCTE•ISBE’s collaboration with the industry at large has created an unparalleled library of training resources aligned with the needs of cable, telecom and other broadband service providers,” said Ken Mosca, president and CEO of Advanced Media Technologies. “By combining SCTE•ISBE training with our existing sales efforts, we will be able to expedite availability of the broadest menu of resources and solutions that can improve bottom line results.”

AMT will be in Booth 2713 at SCTE•ISBE Cable-Tec Expo® 2018 from Monday, Oct. 22 through Thursday, Oct. 25 at the Georgia World Congress Center, in Atlanta.

In conjunction with this agreement, AMT will become the 43rd member of SCTE•ISBE’s Corporate Alliance Partner (CAP) program, a strategic partnership that allows operators, technology partners, and SCTE•ISBE to help shape, define, and prepare the industry for new technologies and services. CAP program members are able to boost visibility and results by influencing training roadmaps that build workforce expertise, by having a seat at the table as industry standards are considered and created, and by leveraging the shared experiences of other Corporate Alliance partners. The program and entry fees have been structured to ensure that members of all sizes have an opportunity to get maximum value from participation.

The CAP program offers partners the ability to choose among a variety of benefits, including priority access to industry knowledge, networking, and events—including the industry’s largest conference, SCTE•ISBE Cable-Tec Expo®. CAP members also receive discounts on:

- Individual employee memberships;
- Downloads and registrations for SCTE•ISBE online courses; and

- Seats at SCTE•ISBE Leadership Institute programs at the Tuck School of Business at Dartmouth and the Georgia Tech Scheller College of Business.

Additional information is available at www.scte.org/cap and by contacting cap@scte.org.

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About the Society of Cable Telecommunications Engineers (SCTE)

*SCTE drives business results for service providers and vendors through technology innovation, standards development and industry-leading training and certification. In partnership with CableLabs® and NCTA, SCTE builds value for corporate and individual members by enabling accelerated delivery of products and services, superior workforce expertise and increased customer satisfaction. SCTE and its global brand, ISBE, annually produce **SCTE•ISBE Cable-Tec Expo**, the largest cable telecommunications technology, educational and business development event in the Americas. More at www.scte.org.*

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