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ISBE INTERNATIONAL EXPERIENCE AT SCTE•ISBE CABLE-TEC EXPO® **TO HELP CABLE TELECOM SEIZE GLOBAL OPPORTUNITIES**

Event Includes Spanish-Language Workshop, L&D Panel, International Breakfast

OCT. 2, 2018 (Exton, PA)—A Spanish-language workshop, global insights from learning and development experts, and a breakfast panel featuring technology leaders from around the world will be essential components of the ISBE International Experience at SCTE•ISBE Cable-Tec Expo® 2018, the Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), announced today.

The largest cable trade event in the Americas, Cable-Tec Expo will be a pivotal industry forum for discussion of how technological change is transforming consumer experiences and unlocking new opportunities for cable telecommunications providers worldwide.

From Monday, Oct. 22 through Thursday, Oct. 25, global attendees and exhibitors will converge on Atlanta's Georgia World Congress Center for an Expo that includes dozens of renowned speakers from within and beyond the industry; more 100 thought-leader presentations on Wireline, Wireless, Customer Experience, Video, IoT, Cloud, Operations, and Security; an array of business opportunities; and a 400-booth exhibit floor that will showcase the results of the industry's latest research and product development.

The ISBE International Experience at Expo will include:

- Estrategias de Transformación Digital para Acelerar el Tiempo de Salida al Mercado de Nuevos Desarrollos de Fibra (“Digital Transformation Strategies to Accelerate Time-To-Market for New Fiber Deployments”), a Spanish-language workshop on Wednesday, Oct. 24 led by TVC's Cristian Santana that will focus on strategies for automating designs with integrated field tools for walkouts and construction, enabling operators to cut costs, enhance network maintenance, and accelerate the design and construction process of fiber builds.
- “Future of Technical Training/Education and You,” a Thursday, Oct. 25 International Learning & Development session featuring a panel of training experts from leading Latin American and Caribbean operators in Innovation Theater.
- The ISBE/ANGA International Attendees Breakfast sponsored by ARRIS on Thursday, Oct. 25, a hub for expert insight into how technology is powering new services and reducing operational costs globally. Speakers will include Luciano Ramos, Vice President, Technology and Product for Liberty Latin America; Jon Lipton, General Manager for HFC Delivery, Telstra; Carsten Engelke, Director of Technology, ANGA; and Chris Bastian, Senior Vice President, Engineering, and CTO, SCTE•ISBE. The panel will be moderated by Steve McCaffery, President and Managing Director, International Business Operations Group, ARRIS.

In addition, the SCTE•ISBE International Cable-Tec Games, an annual showcase of the skills of some of the industry's most talented workforce professionals, will be conducted on Wednesday, Oct. 24 from 8:30 a.m. until 11:30 a.m. at Innovation Theater, in the Exhibit Hall.

Under the leadership of Program Chair Kevin Hart, Executive Vice President and Chief Product and Technology Officer for Cox Communications, SCTE•ISBE Cable-Tec Expo 2018 has attracted a banner list of speakers. Following opening remarks by Hart, the Opening General Session on Tuesday, Oct. 23 will feature a keynote by Pat Esser, president of Cox Communications; visionary insights from Dr. Bernardo Huberman, Fellow and vice president of the Core Innovation Team for CableLabs®; and a landmark panel comprising: Michael Powell, president and CEO of NCTA–The Internet & Television Association; Phil McKinney, president and CEO of CableLabs®; Mark Dzuban, president and CEO of SCTE•ISBE; and moderator Tony Werner, president, Technology, Product, Xperience, Comcast Cable.

Further CEO insights will be provided by two all-CEO panels in Innovation Theater: an opening panel during which NTCA’s Shirley Bloomfield, NCTC’s Rich Fickle, and ACA’s Matt Polka will discuss success strategies for small, midsize, and rural markets (moderated by *Cablefax* publisher Mike Grebb); and a panel featuring Cable ONE’s Julie Laulis and AlcaCruz’s Emily Ward, moderated by The Cable Center’s Jana Henthorn. Vernice “FlyGirl” Armour, America’s first African American female combat pilot, will bring her keynote message of “Get Gutsy. Lead Gutsy!” to achieve breakthrough results to the Annual Awards Luncheon on Wednesday, Oct. 24.

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.

Limited seating is available for “Evolution of Access Networks: Deployment Strategies and Use Cases,” a Thursday, Oct. 25 session created in partnership with ADTRAN that is free to all full conference attendees; a Distributed Access Architecture (DAA) pre-conference session on Monday, Oct. 22 already has attracted more than 600 registrants. The Fall Technical Forum at Expo 2018 is setting records for number of technical speakers (104) and workshops (48). In addition, the Cable TV Pioneers will conduct their annual banquet in conjunction with Expo, on Monday, Oct. 22.

Registration for SCTE•ISBE Cable-Tec Expo® 2018 is now available at expo.scte.org/attendee-registration. Attendance, exhibit, and sponsorship/advertisement information about Expo is at <http://expo.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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