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COX COMMUNICATIONS TO POWER ENERGY DIALOGUE **ON SCTE•ISBE CABLE-TEC EXPO® 2018 SHOW FLOOR**

Business Continuity, Sustainability Pavilions To Show Latest Solutions

OCT. 18, 2018 (Exton, PA)—Cox Communications will lead the way in highlighting two key elements of the cable telecommunications power equation—continuity of service delivery and environmental stewardship—at SCTE•ISBE Cable-Tec Expo® 2018 next week, the Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), announced today.

From Tuesday, Oct. 23 through Thursday, Oct. 25 at Expo, the Cox Business Continuity Pavilion and the Cox Sustainability Pavilion will feature exhibits of products, equipment and solutions that are designed to minimize downtime, optimize responsiveness in emergency situations and reduce Cox’s environmental footprint. In addition, a Disaster Recovery session featuring lessons learned from real-life examples will be presented by industry executives and the Department of Homeland Security.

The largest cable trade event in the Americas, Cable-Tec Expo has been a key venue for discussions about the need for cable to manage power availability, consumption and costs. Elements of this year’s conversation include:

- Cox Business Continuity Pavilion—Adjacent to the main entrance to the show floor, the pavilion will show how operators can respond quickly to crises. The pavilion will include a Cox community charging trailer that can serve as a hub of information, Wi-Fi services and battery charging; a Cox boat of the type that played a key role following Hurricane Harvey last year; a Codan HF-Mobile Interop Platform that provides command, control and communications capabilities in extreme situations; Alpha Technologies’ first responders solution that converts from a shipping crate environment to a fully functional, Sesame Solar-powered field headquarters; and the SCTE•ISBE SHARES HF Radio solution, a communication of last resort that enables coordination between SCTE•ISBE and Department of Homeland Security-related entities in key times.
- Cox Sustainability Pavilion—Configured to show how a sustainable approach to broadband telecommunications can benefit both the industry and the community at large, the pavilion will show how Cox and its Cox Conserves program are engaging with vendors, potential vendors, partners and peers to develop environmentally friendly tools and solutions such as: next-generation bucket trucks that feature multiple efficiencies, bio-diesel capabilities and other improvements to reduce carbon footprints; improvement in cooling capabilities for smaller critical facilities; and improvements in coaxial cable recycling, fiber deployment and sustainable sourcing.
- “Business Continuity: Reflecting on Natural Disaster Responses”—This Wednesday, Oct. 24 session from 3:30 to 5 p.m. will feature an MSO’s-eye view of hurricane and wildfire preparedness, response and recovery, the importance of working closely with power providers and offices of emergency management throughout the process, and a review of the DHS After Action Report from the 2017 hurricane season.

In addition to the Cox pavilions and the business continuity discussion, SCTE•ISBE also will focus attention on innovative ideas for aligning power consumption with consumer usage of cable services. The

Energy 2020[®] Adaptive Power Challenge next Tuesday, Oct. 23 will showcase outstanding ideas from six finalists in a competition intended to create breakthrough ideas in energy management. Two winners will receive \$10,000 each and the opportunity to review their solutions with major cable operators.

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 next Tuesday 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 message of “Get Gutsy. Lead Gutsy!” to achieve breakthrough results to the Annual Awards Luncheon next Wednesday, Oct. 24.

To be conducted next Monday, Oct. 22 through Thursday, Oct. 25 at Atlanta’s Georgia World Congress Center, 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 may be available for a pair of special sessions that are free to all full conference attendees. They are “Evolving Access Networks: Deployment Strategies and Use Cases,” a Thursday, Oct. 25 session created in partnership with ADTRAN, and the Distributed Access Architecture (DAA) pre-conference session next Monday, Oct. 22, which 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 next Monday, Oct. 22.

Registration for SCTE•ISBE Cable-Tec Expo[®] 2018 is 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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