

FOR IMMEDIATE RELEASE

Contact: 800-542-5040

Joe Madagan, SCTE•ISBE Editor, Marketing & Communications, jmadagan@scte.org

Paul Schneider, PSPR, Inc. for SCTE•ISBE, pspr@att.net, 215-817-4384

Visit SCTE•ISBE online at www.scte.org

GLOBAL CABLE EXPERTS TACKLE BUSINESS, TECHNOLOGY TOPICS AT INTERNATIONAL BREAKFAST AT SCTE•ISBE CABLE-TEC EXPO®

Breakfast one feature of new International Experience at Expo

OCT. 16, 2017 (Exton, PA)—Cable telecommunications experts from around the world will discuss business and technology issues that can improve customer experiences and bottom lines at the ISBE International Attendee Breakfast, a cornerstone of the International Experience at SCTE•ISBE Cable-Tec Expo®, the Society of Cable Telecommunications Engineers (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), announced today.

The breakfast will bring together a global cast for a discussion of a variety of key issues, including: Keeping the network capable of delivering gigabit broadband; delivering a quality Wi-Fi experience inside and outside of the home; co-existing with OTT; and new technologies such as 5G, IoT, 8K, VR, and AR. The ISBE International Attendee Breakfast is sponsored by ARRIS.

The breakfast will be held this Friday, Oct. 20 from 7:30 a.m. until 9 a.m. in Rooms 605/607 of the Colorado Convention Center, in Denver. Speakers will include:

- Andrew Baxter, General Manager, HFC Engineering, nbn (Australia's national broadband network);
- Steve McCaffery, President, International Sales, International Business Operations, ARRIS; and
- Chris Bastian, Senior Vice President, Engineering/CTO, SCTE•ISBE.

In addition to the International Attendee Breakfast, the International Experience at SCTE•ISBE Cable-Tec Expo 2017 will feature an appearance by ARRIS race car driver Daniel Suárez, the first Mexico-born driver to capture a NASCAR national touring series victory, in the Executive Member Lounge from 5 p.m. until 6 p.m. on Thursday, Oct. 19, as well as the International Cable-Tec Games, a global workforce skills competition that is part of the CORTEX Olympics at Expo Evening, from 4 p.m. until 7 p.m. on Thursday. Attendees also can hear brief remarks in Innovation Theater on SCTE•ISBE activities in the CALA region from Rolando Barja, president of the SCTE•ISBE South and Central Americas Meeting Group and Director, Redes Coaxiales for COTAS RL in Bolivia; can test-drive VirtuLearn™, a new tools suite addition to SCTE•ISBE's CORTEX Expert Development System™, in the CORTEX Lounge; and can attend a wide variety of other Expo events.

The industry's leading conference and exposition, SCTE•ISBE Cable-Tec Expo will be conducted Tuesday, Oct. 17 through Friday, Oct. 20. The Opening General Session features a star-studded lineup of industry speakers, including: a keynote conversation between Mike Fries, CEO of Liberty Global, and Tony Werner, President, Technology and Product of Comcast Cable; and keynote remarks by Tom Rutledge, Chairman and CEO of Charter Communications. A panel discussion on operations featuring three highly regarded executives—Debi Picciolo, senior vice president of operations, West Region for Charter Communications; Ed Marchetti, senior vice president of operations for Comcast's Northeast Division; and Patricia Martin, vice president, service assurance for Cox—will be moderated by Leslie Ellis, president of Ellis Edits and *Multichannel News* technology columnist. An Annual Awards Luncheon panel later that day will feature Bruce McClelland, CEO of ARRIS, and Dave Watson, president and CEO of Comcast Cable, and will be moderated by Jeff Baumgartner, technology editor of *Multichannel News*.

Expo Week begins on Monday, Oct. 16 with a One Day Immersion program at The Cable Center; the event is supported by the Emma Bowen Foundation and is designed to stimulate career opportunities for college students, recent graduates, and graduate-level candidates. On Tuesday, Oct. 17, the agenda will feature the start of almost four-dozen technical workshops and a technology-rich seminar on Remote PHY that is free to all paid Full Conference attendees, as well as the Cable TV Pioneers Annual Banquet and Class of 2017 induction ceremonies.

Other highlights of Cable-Tec Expo 2017 include an ongoing series of thought-leadership presentations at Innovation Theater in the heart of the Exhibit Hall and the CORTEX Olympics events that demonstrate workforce expertise. Terry Cordova, vice chairman, business development–network and technology services for Altice USA, and Jim Blackley, executive vice president, engineering and information technology for Charter Communications, are program co-chairs for Expo 2017.

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, Cable-Tec Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction. In addition to learned presentations and technology-centric exhibits, Cable-Tec Expo features valuable learning, peer-to-peer interaction, and networking opportunities that are designed to prepare the technology workforce for the advent of future products and services. Registration and additional information on registration options are available at <http://expo.scte.org>.

#####

*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.*

140 Philips Rd. Exton, PA 19341-1318 USA 800-542-5040 | 610-363-6888
Reply to: press@scte.org to [UNSUBSCRIBE](#)