



## Light Reading Live 2004/2005 Events Calendar

*Light Reading* runs an extensive program of live, invitation-only events providing pre-qualified audiences of technology decision makers from enterprise, service provider, and financial organizations with an exclusive and intensive education in how best to achieve their next-generation networking goals.

To get further information on any of these events, or to request an invitation, please send an email to [eventinfo@lighreading.com](mailto:eventinfo@lighreading.com).

Note: Event schedule is subject to change without notice. *Light Reading* reserves the right to refuse admission to any registrant of any event – including those who do not match the event's target demographic profiles.

### 2004

#### November

**Nov. 30 & Dec. 2 Carrier-Class Ethernet: China Roadshow**  
**China World Hotel, Shanghai (Nov. 30)**  
**Hilton Hotel, Beijing (Dec. 2)**

The follow-up to our Carrier-Class Ethernet U.S. roadshow explores the same overall technology and business themes, but from the perspective of service providers in China and their customers. It also explores regional variations on carrier-class Ethernet, such as the integration of Ethernet over SDH, and the impact of new competition in China on service rollouts.

The presentation will pay close attention to the hot new issues, such as Ethernet in access networks, Ethernet and MPLS, and the integration of Ethernet over SDH. It will also provide the invited audience with exclusive access to original, groundbreaking research on these topics by Heavy Reading – including the largest survey conducted to date of Ethernet services in China.

#### December

**Dec. 7 & 9 Light Reading's Triple Play 2004 Conference**  
**Four Seasons, Washington (Dec. 7)**  
**Westin Park Central, Dallas (Dec. 9)**

The sequel to our sold-out June event in Chicago on the same topic, this roadshow analyzes the seismic changes shaking the telecommunications industry, at both the infrastructure and application levels.

The deployment of broadband access networks and the shift from circuit-centric to packet-centric infrastructure is paving the way for carriers to roll out a host of new services incorporating voice, video, and high-speed data, targeting enterprise and residential users. Both telcos and cable MSOs need these triple-play services to fight customer churn and generate new revenues.

Triple Play 2004 will provide qualified attendees from among Light Reading's global audience of more than 100,000 service provider and carrier employees an exclusive and intensive education in how to best achieve their triple-play goals, employing original research by analysts from Heavy Reading, Light Reading's market research division.

The three primary goals of this one-day event are:

- To identify the biggest technology trends and the leading players in the triple-play market
- To evaluate the triple-play market opportunity for telcos and cable MSOs and offer them a roadmap for its deployment
- To facilitate an exchange of information among Light Reading's readers from the service provider community, the analysts of Heavy Reading, and experts from leading equipment providers

**Dec. 8**

**Data Center Forum 2004**  
**Grand Hyatt, New York**

Data center managers have a real and pressing need for high-value information on how to deploy the next-gen technology required to build, secure, test, and Web-enable high-performance data centers in large enterprises. Light Reading's Next-gen Data Center Forum (NDCF) Website prides itself on providing this critical intelligence on a daily basis. It's already proven wildly successful since its debut in March 2004: Several thousand users have registered for the site, and 52 percent of them are actual purchasers of data center products and services.

In December we'll be building on the success of the site, as well as giving something back to the end users that make up this NDCF community, by hosting an inaugural live user event for the site's membership, hosted in the heart of New York's financial community. The event will feature panels, keynotes, presentations, demonstrations, and debates focused on the deployment of next-gen data center technology, hosted by NDCF editors with the help of analysts from Heavy Reading, Light Reading's market research division.

**Dec. 15**

**Light Reading's Telecom Investment Conference**  
**The Plaza, New York**

The follow-up to April's hugely successful inaugural investment conference in Manhattan, this event picks up where the last one left off, providing an invited audience of 100 invited investors, venture capitalists, technologists, and members of the business press with exclusive analysis of the emerging technologies and services most likely to drive the telecommunications industry forward. The event will be moderated by analysts from Heavy Reading, Light Reading's market research division.

**2005**

## ***Light Reading Live's "Vertical Takeoff" One-Day Events 2005***

Our "**Vertical Takeoff**" one-day conferences each focus on an emerging technology market, providing audiences with a unique analysis of the opportunities and challenges facing early implementers and adopters.

### **January**

**Jan. 20**                    **WiMax – Why Now?**  
**W Hotel Union Square, New York**

This one-day conference looks at WiMax – the hot new technology that has carriers, component vendors, and equipment suppliers interested in metropolitan-area wireless coverage again. The conference will describe the evolution of the 802.16 standard that underpins WiMax, evaluate WiMax products with the help of the companies that are making them, and assess the market opportunity for both fixed wireless applications (e.g., cable/DSL replacement) and mobile applications (e.g., cellular replacement).

**Jan. 27**                    **ATCA Today**  
**Hyatt Regency Hotel, Burlingame, Calif.**

A one-day conference that drills down into AdvancedTCA, the hugely important standard for "open telecom" equipment. It provides attendees with detailed information on specifications and gauges the progress being made by semiconductor vendors, chassis and backplane suppliers, and telecom blade manufacturers in developing independent products for what promises to be a multibillion-dollar market within a few years.

### **February**

**Feb. 24**                    **Multiservice Access Networks**  
**Westin Tabor Center, Denver**

Multiservice access networks enable carriers to offer a complete portfolio of services over a single connection – a concept that reduces complexity for enterprise customers at the same time as it improves service provider profitability. This one-day event examines the pros and cons of different approaches to implementing multiservice access networks and reviews the latest developments in key equipment categories delivering data over both fiber and copper infrastructures.

### **April**

**April 7**                    **Telecom Investment**  
**W Hotel Union Square, New York**

The third in *Light Reading's* semi-annual series of one-day conferences provides the New York financial community, as well as telecom operators and vendors, with the proprietary industry intelligence and analysis that they need to maximize their return on next-gen telecom market opportunities.

**April 21**                    **Telco Video**

## **Four Seasons, Washington**

This one-day conference looks at the market opportunity for telco TV, the IP-video services in the pipeline from telcos, and the infrastructure requirements for building and provisioning them. Other issues include: how to deal with broadcast feeds, the role of the set-top box, middleware's key role, developing a user interface, and whether ADSL can cope with the demands of TV.

## **June**

**June 6**

### **Service Delivery Platforms** **Westin Michigan Avenue, Chicago**

Service delivery platforms and the Web applications they enable represent one of the most promising, yet least understood, opportunities in telecom today. This event provides a detailed analysis of technologies that could give carriers a new role in telecom – that of enabling services developed by third-party software developers, or even enterprise users. ***This event is scheduled to coincide with Supercomm 2004.***

## **August**

**Aug. 18**

### **10-Gig Ethernet Components** **Hyatt Regency Hotel, Burlingame, Calif.**

Since Light Reading's first conference in 2004 focusing on the transition of 10-Gbit/s Ethernet technology from niche applications to mass-market deployment was such a success, we're bringing it back. This conference will provide an update on the latest developments in 10-Gbit/s Ethernet for a pre-qualified audience of system vendors and their customers (service providers and enterprise users). The sessions will cover applications and technology; 10-GigE transponders/transceivers and PHY components; and 10-Gbit/s integrated switch chipsets for workgroup and backbone applications.

**Aug. 25**

### **Enterprise Storage Networks & Data Centers** **W Hotel Union Square, New York**

Enterprise data centers and storage networks represent one of the fastest moving sectors of next-gen communications technology. This one-day conference focuses on this key area, providing data center managers with high-value information on deploying next-gen data center technology. From designing, installing, and optimizing a high-performance network infrastructure, to securing it and Web-enabling the applications that run across it, attendees will enjoy the most intensive and authoritative program yet developed on this subject, presented in a lively and educational style by leading data-center solution suppliers.

## **September**

**Sept.**

### **ATCA Today** **W Hotel Union Square, New York**

This one-day conference is a continuation of our first AdvancedTCA conference in January. It also provides attendees with detailed information on specifications and gauges the progress being made by semiconductor vendors, chassis and backplane suppliers, and telecom blade

manufacturers in developing independent products for what promises to be a multibillion-dollar market within a few years.

## **October**

**Oct. 13**      **Next-Gen Communications Chips**  
**Hyatt Regency Hotel, Burlingame, Calif.**

Light Reading's first conference dedicated to the chip and component market will include sessions covering all of the latest and most important developments in this rebounding market sector, including silicon developments targeting ATCA (rapid I/O, advanced switching interconnect), next-gen Sonet/SDH chips, broadband access components (DSL and FTTx/PON), 10-Gbit/s transponders, and tunable lasers.

## **November**

**Nov. 8**      **Integration of Wireline & Wireless Networks**  
**The Ritz Carlton, Atlanta**

This one-day conference looks at what's involved in the next big leap forward in convergence – enabling carriers to offer services that can be provided over any access network, whether it's wireline or wireless. The event examines the evolution of key standards such as SIP and IMS. It reviews emerging solutions to challenges such as guaranteeing QOS and handling authentication, authorization, and accounting (AAA) across network boundaries. It also looks at the complications that arise when dealing with OSS issues such as service assurance and activation.

## **December**

**December 15**      **Telecom Investment**  
**The Plaza, New York**

The fourth in *Light Reading's* semi-annual series of one-day conferences provides the New York financial community, as well as telecom operators and vendors, with the proprietary industry intelligence and analysis that they need to maximize their return on the next-gen telecom market opportunity

### ***Light Reading Live's "Future of..." Series of Roadshows 2005***

Our "**Future of...**" series of two- and three-city roadshows provides audiences around the world with insight into the market opportunity presented by the four most significant sectors of the telecommunications industry: optical networking, IP, broadband access, and Ethernet services.

**Below please find a roadshow calendar, followed by summaries of each event.**

<b>Month</b>	<b>U.S. Roadshows</b>	<b>European Roadshows</b>	<b>China Roadshows</b>
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	<b>U.S. Event 1</b>	<b>U.S. Event 2</b>	<b>U.S. Event 3</b>	<b>Euro Event 1</b>	<b>Euro Event 2</b>	<b>China Event 1</b>	<b>China Event 2</b>
<b>January</b>	No event planned			No event planned		No event planned	
<b>February</b>	<b>The Future of Optical Networking</b>			No event planned		No event planned	
	Tuesday, February 8 Dallas	Thursday, February 10 New York					
<b>March</b>	<b>The Future of IP</b>			No event planned		<b>The Future of Optical Networking</b>	
	Tuesday, March 15 Boston	Thursday, March 17 New York	Tuesday, March 22 Chicago			Tuesday, March 22 Beijing	Thursday, March 24 Shanghai
<b>April</b>	No event planned			No event planned		No event planned	
<b>May</b>	<b>The Future of Broadband</b>			<b>The Future of Broadband</b>		<b>The Future of IP</b>	
	Tuesday, May 10 Denver	Thursday, May 12 Atlanta		Tuesday, May 24 London	Thursday, May 26 Barcelona	Tuesday, May 24 Beijing	Thursday, May 26 Shanghai
<b>June</b>	<b>The Future of Ethernet Services</b>			<b>The Future of Ethernet Services</b>		No event planned	
	Tuesday, June 21 Washington	Thursday, June 23 New York	Tuesday, June 28 Boston	Tuesday, July 5 London	Thursday, July 7 Frankfurt		
<b>July</b>	No event planned			No event planned		<b>The Future of Broadband</b>	
						Tuesday, July 12 Beijing	Thursday, July 14 Shanghai
<b>August</b>	No event planned			No event planned		No event planned	
<b>September</b>	<b>The Future of Optical Networking</b>			No event planned		No event planned	
	Tuesday, September 13 Boston	Thursday, September 15 Chicago					

Month	U.S. Roadshows			European Roadshows		China Roadshows	
	U.S. Event 1	U.S. Event 2	U.S. Event 3	Euro Event 1	Euro Event 2	China Event 1	China Event 2
October	The Future of IP			The Future of Optical Networking		No event planned	
	Tuesday, October 18 Washington	Thursday, October 20 Atlanta	Tuesday, October 25 Denver	Tuesday, October 4 Amsterdam	Thursday, October 6 London		
November	The Future of Broadband			No event planned		The Future of Ethernet Services	
	Tuesday, November 15 Boston	Thursday, November 17 New York				Tuesday, November 8 Beijing	Thursday, November 10 Shanghai
December	The Future of Ethernet Services			The Future of IP		No event planned	
	Tuesday, December 6 Atlanta	Thursday, December 8 Dallas	Tuesday, December 13 Denver	Tuesday, December 6 Madrid	Thursday, December 8 London		

## Event Descriptions

### **Series #1: The Future of Optical Networking**

*The optical opportunity – evaluating the market for next-gen telecom services running over data-aware optical technologies*

**Tuesday, February 8 – Dallas**  
**Thursday, February 10 – New York**

**Tuesday, March 22 – Beijing**  
**Thursday, March 24 – Shanghai**

**Tuesday, September 13 – Boston**  
**Thursday, September 15 – Chicago**

**Tuesday, October 4 – Amsterdam**  
**Thursday, October 6 – London**

Optical networking is back. Of course, it never really went away, but after nearly five tough years, the market for telecom services based on next-generation optical technologies is starting to rebound. Such an environment presents tremendous opportunities for service providers, equipment makers, chip manufacturers, and investors.

**The Future of Optical Networking** covers every aspect of the optical networking market, from components and infrastructure to services. Event moderators and panelists provide the audience with answers to critical questions about next-generation optical networking timing, ROI, product implementations, standards, reliability, management, and service provisioning.

All of the key elements of a new optical network will be covered, including:

- ROADMs
- Data-aware Sonet/SDH
- 10-Gbit/s transceivers
- CWDM
- Tunable lasers
- FTTP
- PONs

**The Future of Optical Networking** will also explore the market opportunity and customer demand for Sonet services, SANs over MANs, the application of optical technology on cable networks, the integration of optical and IP networks, the development of automated power monitoring, and innovations in test equipment.

We'll also look at ways to put high-capacity optical infrastructure to use as a foundation layer over which bundled services (including video-on-demand, HDTV, packet-voice, and various interactive data services) are run using packet-aware equipment and then customized to meet customer requirements.

## **Series #2: The Future of IP**

*From VOIP to VPNs – how to design, create, provision, and manage profitable next-gen IP services*

**Tuesday, March 15 – Boston**  
**Thursday, March 17 – New York**  
**Tuesday, March 22 – Chicago**

**Tuesday, May 24 – Beijing**  
**Thursday, May 26 – Shanghai**

**Tuesday, October 18 – Washington**  
**Thursday, October 20 – Atlanta**  
**Tuesday, October 25 – Denver**

**Tuesday, December 6 – Madrid**  
**Thursday, December 8 – London**

*Light Reading* has seen the future of telecom, and it is contained in a packet – an IP packet. The role of IP is changing dramatically. Gone are the days of tweaking routers and flicking switches. What service providers and carriers need to know today is how to create, provision, and manage profitable services on top of an IP infrastructure.

**The Future of IP** will take our audience for a tour of critical (and mission-critical) IP services and the technology developments that are enabling them. Our agenda will cover:

- VOIP
- IP TV
- IP storage (iSCSI)
- IP-over-cable
- P2P
- SIP
- VPNs
- IP-service provisioning (including QOS and SLA enforcement and billing)
- Edge and core routing
- IP scalability and reliability
- IP encryption and security

**The Future of IP** is designed to meet the information needs of service providers that have switched from building next-generation networks (NGNs) to working out how to use that infrastructure to enable next-generation services (NGS) over IP. Within that context, our moderators and panelists will explore a variety of complex, critical IP telecom issues, including:

- The opening up of IP service creation to independent software developers, based on VOIP and softswitch technology
- The automation of carrier OSS and business processes, from customer relationship management to service provisioning, from performance optimization to SLAs, and from fault management to billing, all over an IP infrastructure
- Best practices for designing and deploying managed security services
- The integration of IP with other types of network infrastructure – especially optical
- How to make money out of IP services, from analyzing ROI to coming to grips with ARPU and tracking price trends

## **Series #3: The Future of Broadband**

*Adding value to broadband access networks*

**Tuesday, May 10 – Denver**  
**Thursday, May 12 – Atlanta**

**Tuesday, May 24 – London**  
**Thursday, May 26 – Barcelona**

**Tuesday, July 12 – Beijing**  
**Thursday, July 14 – Shanghai**

**Tuesday, November 15 – Boston**  
**Thursday, November 17 – New York**

The days of plain vanilla broadband are over. Service providers everywhere are seeking to add value to basic broadband packages, typically by adding VOIP, video over IP, or both – the so-called "triple-play." But is triple-play enough? What else can service providers do to increase ARPU and reduce churn? And who is best positioned to help them do it?

**The Future of Broadband** will seek out the answers to these questions and enable service providers to develop a clear view of the way forward. Its objectives, in brief:

- **To identify successful strategies** for service providers planning or deploying triple-play services
- **To evaluate the market opportunity** for telcos and cable MSOs and look at challenges in the deployment of specific services such as video on demand (VOD)
- **To assess the state of technology** right across the triple-play value chain, from DSL and fiber infrastructure to IP telephony and service activation

**The Future of Broadband** will take a hard look at the value-added broadband opportunity, examining real-world case studies and success stories. Along the way, we will look at the emerging technologies that enable deployment of complex services that are both cost-effective and attractive for consumers. Among the services and technologies under the microscope:

- Consumer voice over broadband
- Video over IP
- QOS in broadband networks
- DRM in an IP environment
- Multimegabit DSL
- FTTP
- Security services
- Home networking

## **Series #4: The Future of Ethernet Services**

*Evaluating the infrastructure and services that are fueling the Ethernet revolution*

**Tuesday, June 21 – Washington**

**Thursday, June 23 – New York**

**Tuesday, June 28 – Boston**

**Tuesday, July 5 – London**

**Thursday, July 7 – Frankfurt**

**Tuesday, November 8 – Beijing**

**Thursday, November 10 – Shanghai**

**Thursday, December 6 – Atlanta**

**Tuesday, December 8 – Dallas**

**Tuesday, December 13- Denver**

Since 2002, *Light Reading* has dominated the market for analysis of carrier-class Ethernet with its online site coverage and in-person events.

The latest addition to our ongoing analysis of carrier-class Ethernet, **The Future of Ethernet Services**, focuses on Ethernet services – evaluating how high-capacity Ethernet-based networks, and the overall shift from circuit- to packet-centric network designs, is paving the way for carriers to roll out a host of new revenue-generating services that target both business and residential users.

**The Future of Ethernet Services** will provide an invited audience of senior service provider decision makers with a unique education in how to design and deploy profitable Ethernet services.

The event starts from the premise that the economics of Ethernet promise to revolutionize the way operators deliver wide-area services to customers. But in order to take advantage of these economics, carriers know that they must "upsell" multiple services on top of Ethernet.

**The Future of Ethernet Services** identifies which new revenue-generating services will run over these networks, and how strong the demand is from enterprise customers for these offerings. We'll not only look at widely known applications such as VOIP, VPNs, and virtual and private lines/LANs, but also at digital video services such as various forms of TV, video on demand, and networked gaming over broadband Ethernet infrastructure.

The event will also investigate enterprise buyers' attitudes toward Ethernet services, including their perceptions of the key strengths and weaknesses of Ethernet services.