

**EXHIBIT HALL OPEN ... 11:30 AM-6 PM**

# EXTRA<sup>®</sup>

**SHOW DAILY**

INTX · CHICAGO TUESDAY, MAY 5, 2015

## LIGHTS, CAMERA, ACTION: INTX TAKES A BOW

It's a fresh look for cable these days as the industry takes on the expanding multi-tasking role of driving innovation across entertainment, digital media and the internet.

For more than 60 years, the cable industry delivered new technology, diverse programming and a growing array of entertainment and communications services to millions of American consumers.

Formerly called The Cable Show, the newly christened INTX brings together a vastly expanded world of entertainment, communications and the internet, and the many companies and industries that collaborate and compete within it.

It draws from network operators and content creators to technologists and thought leaders to share ideas, showcase innovative services and look to where the fast-evolving digital media ecosystem is heading next month, next year and the next decade.

From ramping up internet speeds, offering connectivity far from home, expanding business services, providing home security, launching new programming and expanding TV Everywhere, cable's future is full of growth on numerous fronts:

- \* Fast, powerful and open broadband networks are a platform of possibility for technologists, storytellers and educators.
- \* Compelling and award-winning programming entertains, informs and inspires millions of Americans every day.
- \* Accessible and consumer-friendly technology is expanding beyond the home, with a network of more than 300,000 out-of-home Wi-Fi hotspots and a growing array of "TV Everywhere" services.



Convention Co-chairs Jerry Kent, Chairman & CEO, Suddenlink Communications, left, and Alfred Liggins, Chairman & CEO, TV One, and President & CEO, Radio One rehearse their opening day lines as they prepare to introduce the new INTX to its first General Session audience.

## TAKE IMAGINATION TO CENTER STAGE

Located in the center of the INTX Marketplace, Imagine Park is where ideas and innovation are always on stage. Experience the next big thing in connected lifestyles, consumer behavior, wireless broadband, the INTXHACK finals and straight from the lab ideas. Imagine Park Cafe equipped with Wi-Fi, chill-and-charge stations and daily giveaways.

## WHAT'S UP AT INTX?

\* A commitment to fresh thinking: next-generation business leaders and storytellers who are changing the media industry.

\* The Internet of Things broadband connectivity powering the internet to make us more interconnected and in touch.

\* The importance of storytelling: More compelling original content is now seen on screens large and small, both at home and away.

\* New consumer experiences using IP technology and slimmer devices, manufacturers, distributors and content providers are enhancing and simplifying the user experience.

## INTX HIGHLIGHTS EVOLVING BUSINESS OF DIGITAL MEDIA

Entrepreneurs and developers compete in INTXHACK, a "hackathon" challenging them to create apps from scratch using the latest APIs, tools, data and content.

from today's leading tech, media and entertainment companies. The top teams will compete for cash and prizes during a live segment in Imagine Park.

The park will be center stage to speakers, exhibitors and attendees reflecting the growing digital media industry, including Vimeo, Sling TV, AOL, Maker Studios, Roku, Google, Hulu, PlayStation, Vue, Verizon and more. Visionaries, entrepreneurs, and catalysts will share the next big thing in connected lifestyles, consumer behavior, wireless broadband.

The new partnership with online tech media site Re/code brings top technology journalists to lead two segments during general sessions.

## TODAY'S HIGHLIGHTS

|  |                  |
|--|------------------|
| General Session                            | 10-11:25 am      |
| INTX Marketplace                           | 11:30-6 pm       |
| Live from Imagine Park                     | 11:30 am-5:30 pm |
| INTX Talks: Conversations and Perspectives | 1:30-5:30 pm     |
| Committee Meetings                         | 1:45-5:30 pm     |
| Happy Hour in INTX Marketplace             | 5-6 pm           |
| International Welcome Reception            | 5-6:30 pm        |

## YOU KNEW WHO SHE WAS THEN, BUT LOOK AT HER NOW

Everyone knows her as "Marcia Brady," but Maureen McCormick's newest TV role is currently in production at family-entertainment network, INSP.

As the host of INSP's newest original production, *State Plate*, McCormick fuels her passion for food and travel as she crisscrosses America to feature a food from each state. Along the way, she will visit some of the best cooks in the country at local eateries, county fairs and even in grandma's kitchen.

The first 200 people who stop by INSP Booth 513 from Noon-1:30 pm will be treated to a slice of Chicago-style deep dish pizza.

Meet, greet, and a photo, too; along with details of her newest pilot: *State Plate*  
11:30am - 1 pm & 3-4:30pm at INSP, Booth 513



INSP's Maureen McCormick



Weather Channel's Sam Champion

## FORECAST: WINING & DINING TONIGHT

By any weather measure you might come up with, the Weather Channel's Sam Champion has had a rough ride this winter, as has just about everyone due to colossal climate hurdles. So it's a fun fact that Champion's steady barometer presence will be on hand at the Weather Channel's annual dinner tonight for an invite-only crowd. It's at Fig and Olive, 104 E. Oak St., from 6-9 pm.

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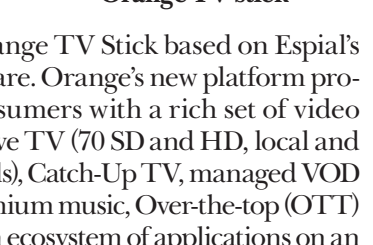
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# EXTRA TECH

Editor's Note: Looks like a vibrant tech component is front-and-center at INTX. And why not? Tech is in the driver's seat for just about any innovation. Technology controls all the buzzwords: "leading edge," "user-friendly" and, the ultimate promise, "TV Everywhere." See for yourself—as these companies demo their wares. Here's a sample of how it's shaping up on the exhibit floor.

Leading TV app developer **24i Media** has launched a new 4K/UHD smart TV app on behalf of Videoland, the leading video-on-demand company owned by RTL, serving the Dutch and Belgian markets. The new app will initially be available on Samsung, LG and Sony smart TVs, and it is the first of its kind to deliver 4K and UHD-quality "TV everywhere" content to Europe's smart TV market. Booth 1302.

Transforming the viewing experience worldwide, **Orange**, a top 10 mobile operator with 244M subscribers in 30 countries across the globe, has launched a consumer streaming device called Orange TV Stick based on Espial's HTML5 client software. Orange's new platform provides European consumers with a rich set of video services including Live TV (70 SD and HD, local and international channels), Catch-Up TV, managed VOD portals, access to premium music, Over-the-top (OTT) video services, and an ecosystem of applications on an HDMI stick. Booth 1741.



Orange TV stick

**IneoQuest Technologies**, the globally deployed leader in video analytics and service assurance solutions, is showcasing its comprehensive video assurance and analytics solutions for Video Quality Assurance and Customer Experience Management (CEM), including end-to-end analytics systems for mobile, multiccreen/OTT, cloud and linear video delivery. Booth 1625.

**Cisco** is demoing how its leadership in IP Access, SDN, virtualization and the Cloud is helping drive time-to-market, monetization and agility for cable operators and service providers. Booth 523.

## TONIGHT: HALL OF FAMERS

The Cable Hall of Fame Class of 2015 will be inducted tonight during the 18th annual Cable Hall of Fame Celebration. They have been chosen for their dedication and contributions to the development of the cable industry.

Of special note is the presentation of the Bresnan Ethics in Business Award honoring the late William J. Bresnan to Decker Anstrom, who retired in 2008 as president of Landmark Communications and chairman of The Weather Channel Companies. Anstrom currently serves on the board of directors of Discovery Communications, as well as on the boards of several non-profit environmental groups, including the Island Press, Climate Central and Planet Forward. He also serves as chairman of the board for the National Environmental Education Foundation and the Institute for Educational Leadership. In 1987 Anstrom joined NCTA as executive VP and became president and CEO in 1994. During his tenure, he led the cable industry's efforts that helped result in the Telecommunications Act of 1996.

**Steve Scully, C-SPAN's senior executive producer and political editor, will emcee.**  
6 pm at Chicago Navy Pier's Grand Ballroom



Decker Anstrom, former president of Landmark Communications



Steve Simmons, Chairman, Patriot Media and Communications



Eleanor Winter, senior VP, NCTA



JC Sparkman, COO, TCI, retired



Tony Werner, executive VP and Chief Technology Officer, Comcast Cable



Chris Berman, sportscaster, ESPN



Bill Roedy, Global Health Ambassador and former Chairman and CEO of MTV Networks International

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