



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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CABA's ACCESS SUMMIT CONFIRMS WORLD-CLASS SPEAKERS ON BROADBAND

September 23, 2003

CABA is pleased to announce that it has retained a world-class roster of speakers for ACCESS 2003: The Service Provider Summit for the Connected Home.

The one-day event, to take place on November 11, 2003 at the Long Beach Convention Center in Long Beach, CA, will focus on the latest market research and will appeal to service providers such as telephone companies, cable operators, ISPs, satellite broadcasters and energy companies as well as manufacturers, builders, architects and content providers. The summit will examine opportunities that can tether their existing and future broadband services to the burgeoning connected home market.

Connected homes intelligently access wide area network services such as television and radio programming, data and voice communications and security/control information and distribute them throughout the home for convenient use by consumers. All of which result in added upstream revenue.

"CABA will be bringing together many of the top speakers and organizations involved with bringing broadband and interactive services to home," said Ronald J. Zimmer, CABA President & CEO. "Attendees will profit by learning about the latest products, services, programs and initiatives and how to leverage their use in order to maximize profits."

Currently CABA has confirmed the following speakers:

- Jim Bagnato, Director of Connected Devices, EarthLink, Inc.
- Benjamin Chambers, Business Development, Point Clark Networks
- Jonathan Cluts, Director Consumer Prototyping and Strategy, Microsoft Corporation
- Steven Collier, VP Emerging Technologies, National Rural Telecommunications Cooperative
- Martin Cullum, GM, Video Networks, Bell Canada
- Spencer Gusick, VP Intellectual Property Counsel, Universal Studios
- David Hanchette, Vice President, Marketing, OnQ Technologies Incorporated
- Marc Nolte, Director, Major Accounts & Alliances, Kasenna
- Robert Perry, Vice President of Marketing, Mitsubishi Digital Electronics America, Inc.
- Kurt Scherf, Vice President of Research, Parks Associates
- Kristine Stewart, Director, Market Development, Cisco Systems

These speakers will explore content and equipment opportunities while also exploring service provider plays from simple reselling arrangements with installation companies to development of differentiated turnkey solutions.

Session topics will include:

- Case Studies
- Consumer & Channel Marketing Information
- Content Development & Delivery
- Enabling Technologies & Protocols
- Field Installation & Service Problems & Solutions
- Field Sales & Marketing Problems & Solutions
- Partnering Strategies
- Product & Service Bundling Strategies
- Services Selling & Marketing Strategies
- Technical Implementation Problems & Solutions
- Technology Roadmaps

ACCESS will create opportunities for powerful decision-makers to meet and engage in meaningful and profitable dialogue. The Summit is sponsored by EH Publishing and will be held in conjunction with Electronic House Expo Fall 2003. ACCESS attendees will obtain complimentary admission to the show floor.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

About EH Events & Education

EH Events & Education develops and produces world-class trade shows, conferences and events for the connected home industry. The EH Events & Education flagship event, Electronic House Expo (EHX), is the trade event of the connected home industry, joining thousands of industry professionals together with leading manufacturers and service providers. An integral business unit of EH, EH Events & Education provides the connected home industry with essential educational forums that promote awareness and commerce for this \$15 billion market.

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