



Sunday, September 12, 2010	
1:00 p.m. - 5:00 p.m.	<b>FTTH Council NA Board of Directors Meeting</b> *Closed session
1:00 p.m. - 5:00 p.m.	<b>Registration Open</b>
Monday, September 13, 2010	
7:00 a.m. - 5:00 p.m.	<b>Registration Opens</b>
8:00 a.m.- 9:45 a.m.	<p><b>MDU Panel and Continental Breakfast- PAN 100 Series</b> *Conference Pass and Day Pass attendees only*</p> <p>MDU Considerations – get the latest on how to reach MDU residents with FTTH services by understanding the challenges and approaches for bringing fiber to the Unit.</p>
10:00 a.m. - 10:45 a.m.	<p><b>Track Session Series 100</b> *Conference Pass, Day Pass and Track Session Attendees only*</p> <p><b>T-101-G – Fiber Lights the Way for the New Connected Home</b> <b>Steve Klein</b>, Allied Telesis Level: General Presents a non-technical overview of Ethernet over home wiring technologies, ONT types and designs, and next generation service and distribution models.</p> <p><b>T-102-G – Over The Top Considerations for a Network Operator</b> <b>Kevin Bourg</b>, Enablance Systems Level: General Audience Overview of the challenges faced by Network Operators today to offer a services product subscribers would be attracted given the competitive environment today.</p> <p><b>T-103-G – FTTH: Driving Smart Grid and New Broadband Services</b> <b>David Wade</b>, Chattanooga Electric Power Board (EPB) Level: General Audience Municipal Utilities face many challenges, including regulatory and environmental pressures to implement Smart Grid functionality into their electric grid to improve reliability, security, peak load management and operations. Chattanooga Electric Power Board (EPB) made the leap from a traditional electric utility to a broadband service provider with an FTTH network.</p> <p><b>T-104-G – Copper Re-use, Versus All Fiber in Broadband Access Networks</b> <b>Kevin Murphy</b>, Ericsson Level: General Audience A review of some real world experiences deploying copper overlay (VDSL2) versus all fiber (GPON) broadband access networks. made the leap from a traditional electric utility to a broadband service provider with an FTTH network.</p> <p><b>T-105-Spanish – FTTH Networks in Latin America – Testing 101</b> <b>Matt Brown</b>, JDSU Level: General Audience This presentation will show that in Latin America, any comprehensive test strategy must ensure that the fiber plant is qualified to deliver reliable triple-play services and that field technicians should utilize best practices to deliver fast problem resolution to avoid call-backs.</p>
10:45 a.m.- 11:00 a.m.	<b>Refreshment Break / Networking</b>



<p>11:00 a.m. - 11:45 a.m.</p>	<p><b>Track Session Series 200</b>  <i>*Conference Pass, Day Pass and Track Session Attendees only*</i></p> <p><b>T-201-I – Green Effects of Fiber All The Way</b>  <b>Kevin Morgan</b>, ADTRAN  Level: Intermediate  This session will explore how fiber optic technology compares with other technologies for energy efficiency. Ultimately, using fiber translates into higher energy efficiency which is good for the environment and reduces operational expenditures for the service provider. Explore how service providers make informed decisions when it comes to going green.</p> <p><b>T-202-G – Connecting Communities – How Fiber Binds the Utility/Consumer Experience</b>  <b>Mike Smalley</b>, Carina Technology, Inc.  Level: General Audience  Implementing advanced Smart Grid programs like Demand Response is difficult while the industry is still maturing on a broad scale. This presentation explores how technologies like fiber create an immediate future-proof platform to layer in an exponential amount of data-driven services with a “migratory” approach. It will also look at the role that consumer education plays in the effectiveness of these programs and how actively engaging the consumer is the key to introducing services that require action on both sides.</p> <p><b>T-203-G – The Influence of National Broadband Plans on Telecommunications Project</b>  <b>Randall Frantz</b>, ESRI  Level: General Audience  This presentation will examine several national broadband programs and the impact they have on the growth of broadband services. The most visible domestic programs are the \$7.2B in the 2009 ARRA and the FCC National Broadband Plan. The US and other country programs will influence broadband network investment.</p>
<p>12:00 p.m. -1:00 p.m.</p>	<p>On Own for Lunch</p>
<p>11:45 a.m.- 1:00 p.m.</p>	<p><b>Service Provider – Birds of a Feather Luncheon</b>  <i>*Open to Service Provider member and non-members only*</i>  Hosted by: FTTH Council Service Provider Committee</p>
<p>1:00 p.m.-1:45 p.m.</p>	<p><b>Track Session Series 300</b> <i>*Conference Pass, Day Pass and Track Session Attendees only*</i></p> <p><b>T-301-I – Technological Innovations for OSP Cables</b>  <b>Eric Whitham</b>, OFS  Level: Intermediate  Recent innovations in cable design are enabling lower FTTH installed costs and cost of ownership. Selection of these new designs can increase deployment speeds and reduce installation schedules. Examples include easier installing micro-cables, all-dry ADSS cables aerial, easily locatable buried cables, lower friction cables and all dry indoor/outdoor cables.</p> <p><b>T-302-G – Converting an HFC Network to an All Fiber Network</b>  <b>Dan Pecarina</b>, Hiawatha Broadband  Level: General Audience  This presentation identifies key selection criteria for BSS/OSS applications for service activation on FTTH networks and explains why they are important.</p>



	<p><b>T-303-G – FTTH Public Funding – International Benchmark / National Broadband Plan Insights Regulation/Stimulus</b>  <b>Roland Montagne</b>, IDATE  Level: General Audience  Public funding for FTTH networks is reviewed in 5 countries (Australia, France, Portugal, Greece, and New Zealand). The objective is to identify insights to be mentioned concerning FTTH public funding based on this international benchmark at the time of implementation of the National Broadband Plan.</p> <p><b>T-304-G – Fiber Testing - The Fundamentals for Successful Broadband Deployment</b>  <b>Matt Brown</b>, JDSU  Level: General Audience  This presentation will focus on getting deployment right the first time by focusing on the basics in systems, standards, and network architectures and reviewing the fundamentals of fiber tests that ensure successful broadband deployment.</p> <p><b>T-305-Spanish – FTTH Deployment in Buenos Aires Argentina</b>  <b>Mario Eduardo Quaroni</b>, Telefonica Argentina  Level: General Audience  The presentation will cover the different type of architectures we selected to deploy fiber to the home in Argentina. The problems we faced during our early stages and the way we are trying to solve them. Between the aspects covered are installation crews &amp; different ways to install drop cables.</p>
1:45 p.m. - 2:00 p.m.	Refreshment Break / Networking
2:00 p.m.- 2:45 p.m.	<p><b>Marketing Panel - PAN 400 Series</b>  <i>*Conference Pass and Day Pass attendees only*</i></p> <p>Marketing Successful FTTH Service Offers – marketing professionals from FTTH service providers explain their strategy and tactics for positioning FTTH enabled offers leveraging the benefits of the all fiber to the home network.</p>
2:00 p.m.-2:45 p.m.	<p><b>Track Session Series 400</b> *Conference Pass, Day Pass and Track Session Attendees only*</p> <p><b>T-402-G – Global FTTH Services Portfolios and Ways to Increase ARPU</b>  <b>Benoit Felton</b>, Yankee Group  Level: General Audience</p> <p><b>T-403-G – Transactional and Regulatory Strategies for Structuring Wired Broadband Community Arrangements</b>  <b>Lawrence Freedman</b>, Fleischman &amp; Harding LLP  Level: General Audience  This program will address primarily the specific practical issues and solutions available to negotiate a wired broadband community transaction, in addition to appropriate reference as necessary to the “higher level” strategic shifts in the industry. Participants will learn strategies and tips they can put to use promptly in their transactions.</p> <p><b>T-404-G – Fiber Geometry, Fusion Splicing and FTTH</b>  <b>Guy Swindell</b>, OFS  Level: General Audience  This presentation gives an overview of factors impacting fusion splicing performance in the last mile and the splicing technologies available to address different areas of the FTTH network. Includes case studies related to FTTH deployment and cost-versus-performance considerations.</p>







3:00 p.m. - 6:30 p.m.	<b>EXPO Grand Opening &amp; Opening Reception</b> *Open to all registered attendees*
<b>Tuesday, September 14, 2010</b>	
7:00 a.m. - 5:30 p.m.	<b>Registration Open</b>
7:00 a.m. - 8:15 a.m.	Continental Breakfast and Poster Sessions
8:00 a.m.- 10:00 a.m.	<p><b>Opening General Session</b> *Conference Pass and Day Pass attendees only*</p> <p><b>Keynote Speaker</b> - Mr. Mike Quigley, Chief Executive Officer NBN Co Limited</p> <p><b>Keynote Speaker</b> - Mr. Ivan Toner, Chief Technology Officer Bell Aliant</p> <p><b>Featured Speakers</b> - World of FTTH: Mr. Hartwig Tauber, FTTH Council, Europe Mr. Nelson Hiroshi Saito, FTTH Council, Latin America Chapter TBA, FTTH Council, Asia/Pacific TBA, Middle East</p>
10:00 a.m.-10:15 a.m.	Refreshment Break / Networking
10:15 a.m.- 11:30 a.m.	<p><b>Large Carrier Perspectives - Pan- GS-101</b> *Conference Pass and Day Pass attendees only*</p> <p>Large Carrier Perspectives - Hear executives explain the power that fiber all way to the home provides their customers, and how they plan to leverage FTTH bandwidths to enable revolutionary new service offers.</p>
11:30 a.m. - 3:00 p.m.	EXPO Hall Opens *Open to all registered attendees*
11:30 a.m. - 1:00 p.m.	Luncheon in EXPO Hall *Open to all registered attendees*
3:15 p.m. - 4:00 p.m.	<p><b>Track Session Series 500</b> *Conference Pass, Day Pass and Track Session Attendees only*</p> <p><b>T-501-I – Terabit Access Networks - Building Your Network for the Next 25 Years</b> <b>Eric Presworsky</b>, Zhone Technologies Level: Intermediate Audience As application bandwidths increase and carriers make considerable investments in fiber to the X access networks, many carriers are purely concentrating on how they may build a network to meet the current needs of their customers. This talk will address future access technologies, services, and applications in development that will be implemented in the next 25 years. We will focus upon 10GPON, 1G to the home and explore new technologies that will offer bandwidths of up to 40G or 100G in the access optical distribution networks. After considering the new directions these technologies will take us, carriers may want to re-engineer their future architecture of their access networks.</p> <p><b>T-502-G - Who Will Win? Wireline Vs Wireless Networks</b> <b>Ed Harstead</b>, Alcatel Lucent Level: General Subscribers are increasingly abandoning land line phones for wireless. For wireline service providers this trend is alarming. Future LTE networks promise downlink speeds of 100 Mb/s plus per base station. Will broadband fiber’s role be diminished or become obsolete? Does fiber still have a major part in a wireless world?</p>

	<p><b>T-503-I – FTTH Service and Network Infrastructure</b>  <b>David Burpee</b>, Bell Aliant        Level: Intermediate        This presentation provides a Service Provider’s experiences in implementing an FTTH Service Portfolio and the differences between xDSL and FTTH in the Video and Internet Service domains, IP Core and Home Environments. The changes demonstrated the advantages of FTTH but also drove changes in the customer’s expectations and usage patterns.</p> <p><b>T-504-I – Delivering the Promise In the Last 100 Ft</b>  <b>Jay Kilby</b>, Suttle        Level: Intermediate        The last 100ft is arguably the most crucial from a customer interaction perspective. With the myriad of new in-home networking technologies, understanding which technology to use and what network topology and architecture to use with customers can be confusing. This session will review the latest advancements in home networking.</p> <p><b>T-505-Spanish – New FTTH deployment in buildings with operational fiber network</b>  <b>Estanislao "Tani" Loayza</b>, ENTEL Chile        Level: General        Entel will deliver details of three phase projects for FTTH deployment. The session will review the first phase with 225 buildings with operational fibers and in some cases new network fiber. Problems that were encountered during the installation process and how Entel solved them. There will be a overview of the installation period, timeframe and first services active and a review of different scenarios with buildings from 3 to 30 stories as well as conclusions and recommendations.</p>
4:00 p.m. - 4:15 p.m.	Refreshment Break / Poster Sessions
4:15 p.m. - 5:00 p.m.	<p><b>Track Session Series 600</b> <i>*Conference Pass, Day Pass and Track Session Attendees only*</i></p> <p><b>T-601-I – The Imperative for PON Wavelength Overlay</b>  <b>Mark Cannata</b>, IPG Photonics        Level: Intermediate        A key driver of today’s huge consumer bandwidth demand is the proliferation of HD, and now, 3D video. A 1550 nm wavelength overlay to the digital payload of EPON and GPON networks is required to enable the delivery of these bandwidth-intensive services while preserving the digital payload for interactive services with the highest possible speed.</p> <p><b>T-602-I - A Gigabit to Every Home – Overkill or Necessity?</b>  <b>Steve Klein</b>, Allied Telesis        Level: Intermediate        The announcement by Google to launch FTTH trials offering one gigabit to the home raises the stakes in the bandwidth race. This presentation explores the drivers, economics and service demands that can best assess the realities of 1G to every home.</p> <p><b>T-603-G – Lessons Learned From A 4 Season FTTH Build</b>  <b>Barry Walton</b>, Bell Aliant        Level: General Audience        This presentation will cover lessons learned from a 4 season FTTH aerial build of 34k homes passed that achieved targets for homes passed and coming in on budget. Areas that will be covered in this presentation will be; community relations, local utility relations, design and build approach, access engineering design and line construction.</p>





	<p><b>T-604-I – Future Proofing Your FTTH Network</b>  <b>Dean Mischke, P.E.</b>, Finley Engineering  Level: Intermediate  This presentation provides valuable insight into the factors to consider when embarking on a FTTH design and build.</p> <p><b>T-605-Spanish – Delivering the Promise in the Last 100 Ft</b>  <b>Jay Kilby</b>, Suttle  Level: General Audience  The last 100ft is arguably the most crucial from a customer interaction perspective. With the myriad of new in-home networking technologies, understanding which technology to use and what network topology and architecture to use with customers can be confusing. This session will review the latest advancements in home networking.</p>
5:15 p.m. - 6:00 p.m.	<p><b>Finance Panel - PAN 700 Series</b> <i>*Conference Pass and Day Pass attendees only*</i></p> <p>Financing Fiber all the Way – learn new strategies to leverage financing available through government programs and private investment. Hear how the National Broadband plan is beginning to propel the US upward in the Global Broadband rankings.</p>
5:15 p.m. - 6:00 p.m.	<p><b>Track Session Series 700</b> <i>*Conference Pass, Day Pass and Track Session Attendees only*</i></p> <p><b>T-701-I – The Role of WDM in Optical Access Networks</b>  <b>Ronald Heron</b>, Alcatel-Lucent  Level: Intermediate  The industry is looking toward WDM as the ultimate fiber technology to address bandwidth demand. WDM promises to deliver an incredible amount of bandwidth. Is this technology cost effective? This session will look at some of the critical WDM-related enablers needed to address technology, operational and economic challenges.</p> <p><b>T-702-G – Open Network Services Model- Making FTTH Affordable in Tier Three Cities</b>  <b>Jerry Sharp</b>, Atlantic Engineering Group Inc.  Level: General Audience  This presentation overviews cost alternatives to offer IP based services to tier three cities fostering FTTH network funding under a reduced capital access based cost model. It depicts services and alternatives over an “open FTTH network” and covers current partnerships/offerings and future service projections.</p> <p><b>T-703-I – Annual Review of Key Legal Issues Affecting Fiber Projects</b>  <b>Jim Baller</b>, Baller Herbst Law Group  Level: Intermediate  This presentation is an annual review of legal and legislative issues affecting FTTH projects.</p> <p><b>T-704-G – Stimulating Your Fiber Deployment: Planning the Life Cycle Management of FTTH</b>  <b>Scott Combs</b>, Mapcom Systems  Level: General Audience  Utilizing a Geographical Operations System (GOS) approach, this hands-on session explores how entire fiber networks can be designed and managed on a geographic map from the point of origin in the central office to the customer’s premise.</p>


<p>6:30 p.m. - 7:30 p.m.</p>	<p><b>International Attendee Reception</b> <i>*By invitation only*</i></p> <p>Sponsored by:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>
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**Wednesday, September 15, 2010**

<p>7:00 a.m. - 2:30 p.m.</p>	<p><b>Registration Open</b></p>
<p>7:00 a.m. - 8:00 a.m.</p>	<p>Continental Breakfast</p>
<p>8:00 a.m. - 9:45 a.m.</p>	<p><b>Content/Services Panel - PAN 800 Series</b> <i>*Conference Pass and Day Pass attendees only*</i></p> <p>Fiber Enabled Content and Services – discover how the all fiber network is creating a revolution in Entertainment services - that has only just begun.</p>
<p>8:00 a.m. - 8:45 a.m.</p>	<p><b>Track Session Series 800</b> <i>*Conference Pass, Day Pass and Track Session Attendees only*</i></p> <p><b>T-801-G – Realizing More Profit with Miniaturized Solutions in Fiber-to-the-Premises (FTTP) Networks</b>  <b>Jonathon Pearson</b>, ADC        Level: General Audience        One of the main obstacles to achieving profitability within service provider organizations is the lack of available SPACE and ACCESS to serving areas frequently visited by network operators in FTTP networks. This presentation will examine how small form factor solutions in the OSP have evolved to offer less intrusive, more efficient network construction.</p> <p><b>T-802-I - RFoG – Fiber Technology Supporting an Emerging SMB Opportunity for Cable</b>  <b>Shridhar Kulkarni</b>, Aurora Networks        Level: Intermediate        As cable operators address the needs of small- and medium-sized business, they are utilizing RFoG fiber architectures for the delivery of robust services to these customers. This session will provide details on how RFoG supports this commercial services opportunity as well as the best technologies for RFoG networks.</p> <p><b>T-804-B – FTTH Network Service Activation – Key Features in BSS/OSS Applications</b>  <b>Christopher Beisner</b>, ETI Software Solutions        Level: Beginner        This presentation identifies key selection criteria for BSS/OSS applications for service activation on FTTH networks and explains why they are important.</p>

<p>9:00 a.m. - 9:45 a.m.</p>	<p><b>Track Session Series 900</b> *Conference Pass, Day Pass and Track Session Attendees only*</p> <p><b>T-902-I – All-Fiber Access – The Economic Advantages</b>  <b>Catie McNaught</b>, Corning Cable Systems        Level: Intermediate        Participants will come away with a sense of the latest cost comparisons for all-fiber networks relative to current access technologies, as well as a comprehensive perspective of the costs associated with various fiber design and deployment methods.</p> <p><b>Track 903-I - The Grand Slam Network - The FTTH Enabled Smart Grid</b>  <b>Eric Murray</b>, Tantalus Systems Corp.        Level: Intermediate        This presentation profiles three utilities using their fiber networks as their Smart Grid backbone and improving the way energy is distributed, monitored and used. It also explores the potential for fiber-enabled Smart Grids in both residential and industrial applications in addition to triple play services.</p> <p><b>T-904-G – OSS Best Practices to Deliver Innovative Service Bundles over FTTH</b>  <b>Brian Cappellani</b>, Sigma Systems        Level: General Audience        With new revenue-generating services available over FTTH, service providers must have best-in-class operational support systems (OSS) to come to market faster than competitors and provide innovative service bundles to customers. This session will detail what service providers need to know about OSS to maximize their investment in FTTH.</p>
<p>10:00 a.m. -12:30 p.m.</p>	<p>EXPO Hall Open</p>
<p>12:30 p.m. - 2:30 p.m.</p>	<p><b>Closing General Session and Luncheon</b>        *Conference Pass and Day Pass attendees only* *For Purchase for Expo pass attendees*</p> <p><b>FTTH Council Awards</b> Sponsored by: </p> <p><b>7th Annual FTTxcellence Awards</b> Sponsored by: </p> <p><b>Keynote Speaker</b> – Mr. Ellis Hill - Executive Director        Broadband Multimedia Marketing Association</p> <p><b>Keynote Discussion</b> - Broadband in America: A Current Affairs Perspective:</p> <p>Mr. Eric Fitzgerald-Reed, Vice President - Market Issues and Policy, Verizon Communications        Mr. Tom Cohen, FTTH Counsel, Kelley Drye</p>



2:45 p.m. - 5:00 p.m.	Technical Tours and Post Conference FTTH Council Workshop
<b>Thursday, September 16, 2010</b>	
7:00 a.m. - 9:00 a.m.	<b>Registration Open</b>
8:00 a.m. - 5:00 p.m.	Co-located Event: 
9:00 a.m. - 12:00 p.m.	Post Conference Workshops <i>*Additional fee required*</i>

*Last Updated June 21, 2010*