



THE CABLE SHOW
MAY 7-9, 2007 - LAS VEGAS, NEVADA

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**OCAP™ Developers Forum Builds Momentum For Cable's
Interactive TV Platform at *The Cable Show '07***

Top MSO Speakers Named for Developers Conference Opener

Washington, D.C. – The cable industry's top technology visionaries will kick-off the industry's first-ever conference focused specifically on cable's strategy and progress in bringing interactive TV services and applications to consumers, CableLabs® and the National Cable & Telecommunications Association (NCTA) announced today.

The first OCAP™ Developers Conference, titled "OCAP – Interactive and More," will be held May 6-7 just prior to the official opening of NCTA's 56th Annual Convention & International Exhibition at the Mandalay Bay Convention Center in Las Vegas, May 7-9, 2007.

The OpenCable™ Applications Platform (OCAP), created by CableLabs® and its member companies, provides for unified, open standards to facilitate the deployment of new interactive television applications.

Confirmed speakers for the OCAP Developers Conference opening session on Sunday, May 6 include:

- **Chris Bowick**, Chief Technology Officer, Cox Communications
- **Mike Hayashi**, Sr. Vice President, Advanced Technology & Engineering, Time Warner Cable
- **Mark Hess**, Sr. Vice President, Business & Product Development, Comcast Corporation
- **Arthur Orduna**, Sr. Vice President, Policy & Product, Advance/Newhouse Communications

The OCAP Developers Conference will provide participants with an in-depth look at cable's interactive roadmap and the development strategies that will be used in bringing new applications and services to consumers.

"We have a great interest in further understanding what the OCAP application development community is pursuing," said Chris Bowick, Senior Vice President of Engineering and Chief Technology Officer, Cox Communications. "Our OCAP deployments are looming and there's a real excitement around the new and innovative services that could be offered to our customers," he added.

"The OCAP conference is well timed, with cable operators announcing deployments that will occur this year," said Dr. Richard R. Green, President & CEO, CableLabs. "The interactive applications and advanced services OCAP enables will offer new revenue opportunities for cable operators and content partners, as well as an engaging experience for subscribers."

The conference is being produced in cooperation with CableLabs and Vidiom Systems, Inc., and will offer a full agenda of plenary sessions and hands-on workshops designed to open dialogue among cable operators, programmers, technology solutions providers, and a vast audience of application developers seeking to learn more about the Java-based OpenCable universe.

The conference agenda also includes a networking lunch and reception in the Interactive Pavilion, a product and application showcase featuring demonstrations of the latest technology, tools, and emerging applications.

Separate registration is required (\$395) and will include an "Exhibits Only" pass to the Cable Show for Monday, May 7. Those who register for *The Cable Show '07* are eligible to attend the OCAP Developers Conference at the discounted rate of \$195. Sponsorship and exhibit opportunities are available online at www.thecableshow.com/ocap or by contacting Michael Garner at NCTA Convention Headquarters at 202/463-7905 or e-mail mgarner@ncta.com.

Additional, up-to-the-minute information for *The Cable Show '07* is available via the official web site (www.thecableshow.com) or from NCTA's Department of Industry Affairs (202/222-2430).

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NCTA (www.ncta.com) is the principal trade association for the U.S. cable industry, representing cable operators serving more than 90 percent of the nation's cable television households and more than 200 cable program networks. The cable industry is the nation's largest broadband provider of high-speed Internet access after investing \$100 billion over ten years to build a two-way interactive network with fiber optic technology. Cable companies also provide state-of-the-art digital telephone service to millions of American consumers.

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at www.cablelabs.com; www.packetcable.com; www.cablemodem.com; www.cablenet.org; and www.opencable.com.