



present

The Video Ecosystem

Sunday, 17 April 2005, 10:00 a.m. – 5:30 p.m.



Welcome & Good Morning !!

- **Our program this morning ...**

- 10:05 - 10:30 a.m. **Morning Keynote:**

Andreas Bechtolsheim, SVP Sun

- 10:30 - 11:30 a.m. **Session 1:** The Video Revolution is Here
- 11:30 - 11:45 a.m. **Break**
- 11:45 - 12:45 p.m. **Session 2:** Video Services ARPU....the name of the game
- 12:45 - 1:30 p.m. **Lunch Break**

Some Updates ...

- 48 MPEGIF Members exhibiting this year at NAB
 - Many of them showing MPEG-4 AVC products
- MPEGIF Logo Qualification program underway
 - 3 Member company's products qualified, 7 more in process
- 6th Round of Interoperability testing completed
 - Next round underway
- 19 new Member this year
 - About 90 in total

One more thing ...

NAB MultiMedia World Reception

Sponsored by: **MPEGIF & ISMA**

NAB 2005, LVCC, Las Vegas | Monday, 18 April 2005 | 6pm - 8pm | Room S220

Supported by ...

GOLD SUPPORTER



SILVER SUPPORTERS

The logo for envivio, with the word "envivio" in a lowercase sans-serif font, where the "v" is red and the "i" is blue.The logo for NEOTION, with the word "NEOTION" in a bold, uppercase sans-serif font, where the "O" is green and the "I" is blue. Below it is the tagline "Innovation Attitude" in a smaller sans-serif font.