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# Cisco at SCTE Cable-Tec Expo 2014: Transforming Through Innovation

September 22, 2014



**DENVER, SCTE Cable-Tec Expo, September 22, 2014** – This week at the SCTE Cable-Tec Expo in Denver, Cisco is showcasing how it is executing on its Internet of Everything (IoE) vision to empower multiple system operators (MSOs) to transform their business by enhancing agility and improving efficiency through leading innovations in programmability, elasticity and virtualization.

## Cisco General Session Keynote Address:

Rob Lloyd, president, development and sales for Cisco, will deliver a keynote speech (<http://expo.scte.org/workshops-and-events/general-sessions/>) on the evolution of the consumer experience and the role of the cloud in the emerging model, during the General Session from 8:00 a.m. – 9:30 a.m. mountain time, on Tuesday, September 23.

At Cisco's **booth #1460**, visitors will see and experience innovative demonstrations important to Cisco customers, including cable access broadband and network convergence solutions, optical nodes, headend and hub platforms, hybrid fiber coaxial (HFC) networking solutions, Connected Home, 4K/UltraHD (UHD), reference design kit (RDKit)-based client solutions, Videoscape™ cloud and virtualization solutions, cable access virtualization through software defined networking (SDN) and Network Functions Virtualization (NFV), Wi-Fi solutions and more.

## Product Demonstrations to See at the Cisco Booth:

■ **Cable Access and Optical Networking:** Cisco is featuring an end-to-end portfolio for Cable Access Transformation. Areas of focus for customers include:

- Cisco's 2<sup>nd</sup> Generation CCAP solution with Remote PHY architecture to deliver fiber deep and FTTH migration
- Cisco's Network Functions Virtualization (NFV) and Software Defined Network (SDN) initiatives, including virtual CCAP (vCCAP), virtual CPE, and SDN applications such as CCAP analytics and Quality Aware Network
- Cisco's HFC innovation on 1.2GHz RF, pluggable optics, Remote PHY and node-as-a-platform
- Cisco's Optical solutions including ME4600 and NCS 2006 converged optical router
- Gigabit services via Cisco's flagship uBR10K CMTS, RFGW-10 and new 6G SPA capabilities ([http://newsroom.cisco.com/press-release-](http://newsroom.cisco.com/press-release-content?type=webcontent&articleId=1491115)

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■ **Videoscape Cloud and Virtualization:** Innovative solutions featuring enhanced cloud video services and cloud software including:

- Cloud Connected Home demonstrations featuring cloud powered subscriber solutions built on the Reference Design Kit and HTML5
- Newly launched **Videoscape™ Virtualized Video Processing (V2P) solutions** (<http://newsroom.cisco.com/press-release-content?type=webcontent&articleid=1487991>) to virtualize and orchestrate all functions required to produce and deliver multiscreen video
- **Connected Devices:** Solutions feature next-generation in-home architecture including managed and un-managed clients, unified gateways, HEVC/UltraHD/4K, RDK, video-over-wireless (VoW), and delivering one gigabit (1 Gig) services to the home.
- **Connected Life:** Featuring new B-2-B-2-C business models for MSOs with adjacent industries in applications such as energy load management.
- **Cisco Prime® for Cable:** See how the Cisco Prime portfolio of end-to-end operational support, network management and assurance solutions, paired with comprehensive Cisco Services, help MSOs plan, build and manage their networks and accelerate service creation from the data center to the home.

Cisco (<http://expo.scte.org/workshops-and-events/workshops-by-day/>) Speakers at SCTE Cable-Tec Expo (<http://expo.scte.org/workshops-and-events/workshops-by-day/>):

- John T. Chapman, Cisco Fellow & CTO, Cable Access business unit, Cisco: DOCSIS® 3.1 and Wireless Pre-Conference Symposium: (<http://expo.scte.org/symposium/>) "DOCSIS 3.1 Profiles: Customizing Bandwidth," 2:30 p.m. – 3:15 p.m., Monday, September 22.
- Alon Bernstien, distinguished engineer, software architect, Cisco: "SDN and NFV Use Cases with vCCAP and vCPE," 2:00 p.m. – 3:00 p.m., Monday, September 22, Room 201.
- Yvette Kanouff, senior vice president and general manager, Service Provider Video Software & Solutions, Cisco: Luncheon keynote address, The 2014 Women in Cable Telecommunications (WICT) Tech It Out Conference, Colorado Convention Center, 2:00 p.m., Tuesday, September 23.
- Jayakumar Krishnamoorthy, engineer, Software Engineering, Cisco: "Changing the 'Transport' for Effective IP Video Delivery," (<http://expo.scte.org/workshops-and-events/expo-workshop-preview-video-jayakumar-krishnamoorthy/>) 11:00 a.m. – 12:00 p.m., Tuesday, September 23, Room 201.
- Gerry White, distinguished engineer, Engineering, Cisco: "A Next Generation Architecture for Business Services Delivery Based on SDN and NFV," 11:00 a.m. – 12:00 p.m., Tuesday, September 23, Room 205.
- Yvette Kanouff, senior vice president and general manager, Service Provider Video Software & Solutions, Cisco: "Tips from the Top," 8:00 a.m. - 8:30 a.m., Tuesday, September 23, Bellco Theater.
- Ron Hranac, technical leader, Cable Access business unit, Cisco: moderator, BTR Tech Breakfast (<http://www.btreport.net/live-events.html>): "Prepping the Plant for DOCSIS 3.1," 7:00 a.m. – 8:00 a.m., Wednesday, September 24, Rooms 401- 403.
- Fernando Villarruel, HFC architect, Office of the CTO, Cisco: "Plasticity of the New HFC Network: Engineering for Remote-PHY and FTTP," 9:30 a.m. – 10:30 a.m., Wednesday, September 24, Room 108.
- Ron Hranac, technical leader, Cable Access business unit, Cisco: "Network Operations: FCC Proof-of-Performance, LTE Interference and Power System Reliability," 4:00 p.m. – 5:30 p.m., Wednesday, September 24, Room 207.
- Ali C. Begen, Ph.D., lead engineer, Cisco: "Challenges with Large-Scale Adaptive Streaming Deployments," (<http://expo.scte.org/workshops-and-events/expo-workshop-preview-video-ali-c-begen/>) 2:00 p.m. – 3:00 p.m., Thursday, September 25, Room 108.

#### Awards and Honors:

- Cisco's Ron Hranac, technical leader, Cable Access business unit, has been named as one of four finalists (individual and group presenters) for "SCTE Chapter Speaker of the Year." The winner will be determined by SCTE Cable-Tec Expo® attendees. To participate in the voting process, attendees can stop by the membership desk at SCTE Central in Exhibit Hall A and visit the voting kiosk.

#### Supporting Quote:

- **Joe Cozzolino, senior vice president and general manager, Cisco Service Provider Mobility & Network Infrastructure**

"Cisco's time and attention here at SCTE Cable-Tec Expo in Denver is focused on demonstrating clearly to our cable operator customers how we can help them increase revenues by creating engaging new user experiences at Web-speed. We are committed to enhancing agility by building open, modular solutions, and advancing their migration path to cloud technologies and the all-IP network."

#### Cisco-sponsored "SCTE IP Challenge":

- SCTE is hosting the fourth annual "SCTE IP Challenge," a friendly competition designed to test knowledge and heighten understanding of Internet Protocol (IP) technologies. The finals of the SCTE IP Challenge, sponsored by Cisco, will be conducted on Monday, September 22, 5:30 p.m.- 7:30 p.m. during the SCTE Cable-Tec Expo. The final competition will provide contestants an opportunity to compete in a blended-style Jeopardy match that includes traditional questions, router and CMTS configuration, and hands-on activities. The overall first-place winner of the IP Challenge will be the cable industry's 2014 IP Challenge champion. More information at <http://www.scte.org/ip/> (<http://www.scte.org/ip/>).

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- Cisco Delivers New Gigabit-Tier Technology (<http://newsroom.cisco.com/press-release-content?type=webcontent&articleid=1491115>)

**Supporting Resources:**

- About Cisco Videoscape
- Cisco's Cable Access Business Unit ([http://www.cisco.com/en/US/netsol/ns791/networking\\_solutions\\_solution\\_category.html](http://www.cisco.com/en/US/netsol/ns791/networking_solutions_solution_category.html))
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Cisco, Virtualization, Cloud SDN, NFV, DOCSIS, Remote PHY, HFC, CPE, RDK, Wi-Fi, IoE, All-IP, CCAP, CMTS, SCTE Cable-Tec Expo 2014, DOCSIS, QAM, SCTE, Joe Cozzolino, Rob Lloyd, Yvette Kanouff, Videoscape, vCCAP

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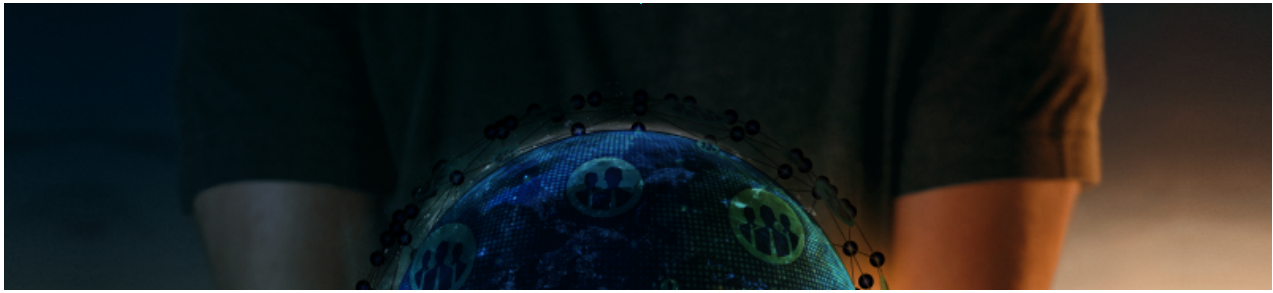


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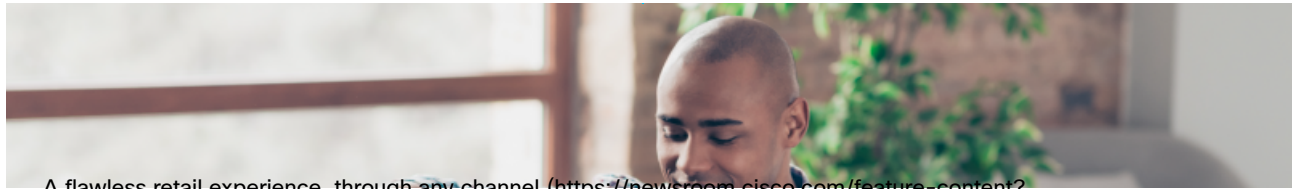
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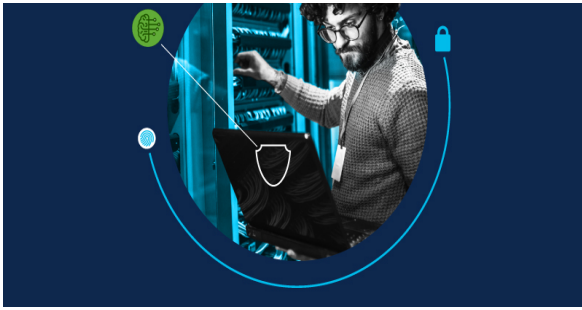
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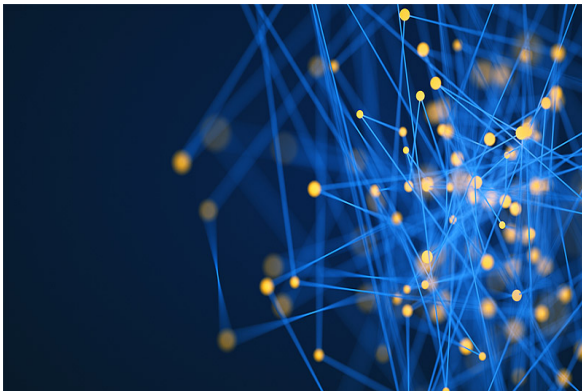
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