

Light Reading Presents 'Optimizing & Monetizing WiFi' at SCTE's Cable-Tec Expo 2014 in September



Breakfast session will explore how cable operators can overcome challenges, optimize WiFi networks and generate fresh revenue streams from new wireless broadband networks

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NEW YORK, Sept. 11, 2014 /PRNewswire/ -- Light Reading (www.lightreading.com), the market-leading online community for the global communications sector, today announced its 'Optimizing & Monetizing WiFi' (<http://www.lightreading.com/optimizingwifi2014>) breakfast event will take place Tuesday, September 23 from 6:30 a.m. – 8:00 a.m. at the Colorado Convention Center in Denver in rooms 401/402/403. Optimizing & Monetizing WiFi will be co-located with SCTE's Cable-Tec Expo 2014 and is open to all event attendees.

"As mobile data usage increases at a rapid pace, cable operators are seeking to use WiFi to extend their broadband, video and voice services to as many consumers and devices as possible. This transformation is creating powerful new broadband networks, as well as opening up potential new revenue streams," says Alan Breznick, Cable Video Practice/Leader, Light Reading and Optimizing & Monetizing WiFi event host. "In this session, we will explore those opportunities as well as the challenges."

As the major North American cable operators briskly expand their WiFi network reach throughout their respective regions to serve both residential and commercial customers, they are coordinating their WiFi networks to provide greater wireless coverage, creating powerful new broadband networks that can deliver video, data and voice services. With millions of hotspots deployed across the US and Canada and millions more shortly on the way, cable providers face significant challenges in optimizing and monetizing their burgeoning WiFi networks.

This eye-opening session will explore:

- How cable operators can overcome the challenges and generate fresh revenue streams from their new wireless broadband networks
- How cable providers can optimize their WiFi networks to boost performance and reliability
- How operators can lure and retain more subscribers and make more money off WiFi by pursuing such areas as cellular backhaul, mobile offload, targeted advertising, advanced data analytics, upselling of premium services, and managed commercial offerings

Optimizing & Monetizing WiFi's roster of panelists includes:

- Chris Cholas, Senior Director, Subscriber Equipment, Time Warner Cable
- Justin Colwell, VP, Access Network Technologies, CableLabs
- Manish Jindal, Vice President and CTO, Broadband and Media Accounts Customer Unit, Ericsson North America
- Patrick Kaiser, Director, Wireless Product Marketing, Huawei Technologies (U.S.A.)
- Vincent Pandolfi, Consulting Systems Engineer, Cisco Systems Inc.
- Jeffrey Valley, Senior Director of Consulting Engineering, Alcatel-Lucent IP Routing & Transport

Event sponsors include: Alcatel-Lucent, Cisco, Ericsson and Huawei.

To register to attend Optimizing & Monetizing WiFi, visit: <http://tinyurl.com/OPTWIFI2014>

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About Light Reading

Light Reading (www.lightreading.com) combines its research-led online communities and targeted events portfolio to help those in the global communications industry make informed decisions. Lightreading.com is the ultimate source for telecom analysis for more than 350,000 subscribers each month, leading the media sector in terms of traffic, content, and reputation. Light Reading produces targeted communications events and focused one-day conferences each year for cable, mobile, and wireline executives across five continents.

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