
“FIVE BURNING QUESTIONS” AT ISCe EXAMINES LATEST OPPORTUNITIES IN CABLE-TELCO-SATELLITE FOR CONSUMER, SOHO, SME, AND MILITARY SATCOM MARKETS

June 6 Program Supported By Industry-Leading Companies and Associations

(Long Beach, CA)—Hannover Fairs USA, Inc., and The Carmel Group have announced the program for their “Five Burning Questions: Cable, Satellite & Telco Entertainment Forum”, which will take place on June 6 at the Hilton Resort at Mission Bay in San Diego, CA, as part of ISCe 2007.

“Five Burning Questions” is a full-day forum that spotlights business opportunities for companies that provide hybrid, end-to-end telecommunications products and services to consumer, SOHO, SME, and military SATCOM markets. The program features five strategic sessions and will include such noteworthy speakers as OpenTV CEO Alan Guggenheim, SES Americom president and CEO Edward Horowitz, and AT&T executive vice president Roland Noll, as well as a keynote address by Echostar Corp co-founder and @Contact CEO David M. Drucker.

“Five Burning Questions” session titles are as follows:

- **Industry Leaders Speak** – Bringing the Internet, Telcos, Cable and Satellite Together
- **Upstart Techies** – Cable, Satellite and the Telcos... Where Are Cisco, Google, Yahoo and Ebay?
- **IPTV** – The Entertainment and Commercial Focus
- **Hollywood**, Satellite, Cable and the Telcos – Linking Disney, Warner Bros., Sony, Paramount, Fox and Universal
- **Mobile** Content Goes Commercial for Entertainment and Business

Companies involved in the sessions include @Contact, Alcatel Alenia Space, Arianespace Inc., AT&T, California Space Authority, Cisco, Disney/ABC, Echostar Corp., Entrique Corp., Envivio, Ericsson, Fox, Intel Digital Home Group, The Interactive TV Alliance, Jones Day, Kasenna, Microsoft, NRTC, NSR, OpenTV, Qualcomm, Sling Media, Sony, Space Systems/Loral, SES Americom, Tandberg and Verizon.

"Study the multichannel marketplace today and you'll see these are the companies, these are the people, that are making it happen, both present- and future-tense," said Jimmy Schaeffler, Chairman and CSO, The Carmel Group. "This kind of cable-telco-satellite focus is extremely rare yet critically important today."

About ISCe

ISCe is an annual satellite and communications event that focuses on satellite and hybrid network solutions for the business, retail, entertainment, government and military sectors. ISCe 2007 will take place June 5–7 at the San Diego Hilton Resort at Mission Bay in San Diego, Calif. Visit www.isce.com for more information about the program and to register for the conference. Early bird registration deadline is May 4, 2007.

About Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc., the U.S. subsidiary of Hannover, Germany-based tradeshow organizer Deutsche Messe AG, organizes tradeshows, group exhibits and marketing programs at events throughout the world, including the annual ISIS NYC satellite investment conference scheduled for October 9, 2007, in New York. Visit www.hf-usa.com and www.isis-nyc.com to learn more.

About The Carmel Group

The Carmel Group was founded in 1995, in Carmel-by-the-Sea, CA, with the vision of delivering the world's best information services to the world's pre-eminent telecommunications concerns, be they within the private industry sector or government, national or international, for profit or not for profit. The Carmel Group's expertise includes cable, satellite, broadcast, mobile and telephony, as well as content (e.g., programming) and hardware (e.g., set-top boxes), in addition to digital video recorders, interactive TV, HDTV, video-on-demand, broadband, digital services and products, video games, the Internet and other advanced media, telecommunications and computer services. Visit www.carmelgroup.com to learn more.

#

PRESS CONTACTS

Orly König-Lopez
Longbottom Communications, LLC
(240) 252-5928
orly@longbottomcommunications.com

Brock McCormack
Hannover Fairs USA, Inc.
(609) 987-1202
bmccormack@hfusa.com