At Streaming Media East, you will:
➤ Find out why 2006 is the year of IP video
➤ Learn how to leverage new content distribution models
➤ Hear case studies about B2B and B2C streaming projects
➤ Learn about cutting-edge streaming techniques and tools

May 23–24, 2006
Hilton New York, New York
May 22
PRE-CONFERENCE SEMINARS

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Welcome to the Streaming Media East 2006 Conference and Exhibition

Streaming Media East features 32 sessions and three tracks covering a wide range of business, technology, and content subjects surrounding streaming and digital media. Hear the latest issues pertaining to the industry, the technology and the business that makes these services and solutions so crucial to today’s business economy.

Learn firsthand how leading companies are successfully utilizing streaming and digital media technology in their organizations via case studies, how-to presentations, and round-table discussions.

Streaming Media East features over 40 cutting-edge exhibitors and intensive conference program sessions that showcase the best and the brightest minds in the streaming media industry—at the podium, in the Exhibit Hall, and among the attendees! Enjoy the show.

Dan Rayburn
Conference Chairman & Executive Vice President,
StreamingMedia.com

➤ Speakers and Press Room
The Morgan Suite will be available Tuesday and Wednesday for speakers and press from 8:00 a.m. – 5:00 p.m.

➤ Streaming Sessions
All Streaming Media East sessions will be archived in streaming audio and available on StreamingMedia.com a few weeks after the event.

➤ Coffee Breaks
Coffee and danish are provided for conference attendees on Tuesday and Wednesday outside Gramercy from 8:00 a.m. – 9:00 a.m. preceding the keynote session. Additionally, a morning and afternoon coffee break will take place each day in the Exhibit Hall.

➤ Networking Reception
Join us in the Exhibit Hall on Tuesday from 5:00 p.m. – 6:00 p.m. for a networking reception. Renew old acquaintances, meet new colleagues—and visit with the exhibitors—all while enjoying light hors d’oeuvres and drinks.

➤ Webcast
Sponsored by

➤ E-mail Stations
Sponsored by

➤ Exhibit Hours
Tuesday, May 23rd | 10:00 a.m. - 6:00 p.m.
Wednesday, May 24th | 10:00 a.m. - 4:00 p.m.

➤ Organizer
Information Today, Inc.
143 Old Marlton Pike | Medford, NJ 08055
Phone: (800) 300-9868 or (609) 654-6266
Fax: (609) 654-4309
E-mail: custserv@infotoday.com
Web site: www.infotoday.com

General Information

May 23–24, 2006
Hilton New York
Streaming & Digital Media Solutions for the Business World
### Monday, May 22

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<td>9:00 a.m. - 12:00 p.m.</td>
<td>SM1: Hands-On Guide to Webcasting</td>
<td>Gramercy</td>
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<td></td>
<td>SM2: How to Produce Top-Quality Flash Content</td>
<td>Murray Hill</td>
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<tr>
<td>1:30 p.m. - 4:30 p.m.</td>
<td>SM3: Video Blogging &amp; Podcasting Tutorial</td>
<td>Gramercy</td>
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<td>SM4: Comparing Streaming Formats &amp; Encoding Tools</td>
<td>Murray Hill</td>
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### Tuesday, May 23

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<th>Time</th>
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<td>9:00 a.m. - 9:30 a.m.</td>
<td>OPENING KEYNOTE</td>
<td>Creating a Broadband Content Service from a Cable Network</td>
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<td>KEYNOTE</td>
<td>The Internet and the Transformation of Television Distribution</td>
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<tr>
<td>9:30 a.m. - 10:00 a.m.</td>
<td>COFFEE BREAK — Visit the Exhibits</td>
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<td>10:00 a.m. - 10:30 a.m.</td>
<td>TRACK A</td>
<td>Webcasting: Selecting the Right Hardware &amp; Software</td>
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<td>A101: The Future for Portable Wireless Content</td>
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<td>A102: The Role of Online Video in a News Organization</td>
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<td>11:30 a.m. - 12:30 p.m.</td>
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<td>The Developing Business of Online Video Advertising</td>
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<td>B101: Successful Models for Consumer-Based Content</td>
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<td></td>
<td>B102: IPTV &amp; Video-on-Demand Cable Services</td>
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<tr>
<td>12:30 p.m. - 1:45 p.m.</td>
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<td>1:45 p.m. - 2:30 p.m.</td>
<td>TRACK A</td>
<td>Online Video for Customer Acquisition</td>
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<td>A103: Using Streaming &amp; Videoconferencing in Healthcare</td>
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<td>TRACK A</td>
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<td>A104: ITPV &amp; Video-on-Demand Cable Services</td>
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<td>A105: Key Trends in Online Audio &amp; Video</td>
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<tr>
<td>3:15 p.m. - 3:45 p.m.</td>
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<td>Shooting for Streaming</td>
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<td>B103: Successful Models for Consumer-Based Content</td>
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<tr>
<td></td>
<td>B104: Key Trends in Online Audio &amp; Video</td>
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<tr>
<td>3:45 p.m. - 4:15 p.m.</td>
<td>TRACK A</td>
<td>Protecting Digital Assets</td>
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<td>A106: Unique Challenges to Enterprise Streaming</td>
<td>Bryant</td>
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<tr>
<td>4:15 p.m. - 5:00 p.m.</td>
<td>TRACK A</td>
<td>The Outlook for Investment in the Digital Media Sector</td>
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<tr>
<td>5:00 p.m. - 6:00 p.m.</td>
<td>TRACK A</td>
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<td>Sponsored by VectorMAX, VitalStream</td>
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### Wednesday, May 24

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<th>Time</th>
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<tbody>
<tr>
<td>9:00 a.m. - 9:30 a.m.</td>
<td>KEYNOTE</td>
<td>Video Content Consumption</td>
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<tr>
<td>9:30 a.m. - 10:00 a.m.</td>
<td>KEYNOTE</td>
<td>Leveraging Digital Video to Optimize Enterprise Communications</td>
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<td>COFFEE BREAK — Visit the Exhibits</td>
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<tr>
<td>10:30 a.m. - 11:15 a.m.</td>
<td>TRACK A</td>
<td>The Quest for Searchable Video</td>
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<td>A201: The Changing Face of Internet Radio</td>
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<tr>
<td>11:30 a.m. - 12:30 p.m.</td>
<td>TRACK A</td>
<td>The Business of Podcasting &amp; Video Blogging</td>
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<td>B201: Tools &amp; Strategies for Content Creation &amp; Encoding</td>
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<tr>
<td>12:30 p.m. - 1:45 p.m.</td>
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<tr>
<td>1:45 p.m. - 2:15 p.m.</td>
<td>TRACK A</td>
<td>Best Practices for Webcast Production</td>
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<td>A202: Implementing Synchronous Live Online Training</td>
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<tr>
<td>2:15 p.m. - 2:45 p.m.</td>
<td>TRACK A</td>
<td>Rich Media &amp; the Road to Convergence</td>
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<td>B203: ITPV &amp; Video-on-Demand Cable Services</td>
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<tr>
<td>3:00 p.m. - 3:45 p.m.</td>
<td>TRACK A</td>
<td>The Outlook for Investment in the Digital Media Sector</td>
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<td>A203: Best Practices for Windows Media Video Encoding</td>
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<td>A204: Rich Media &amp; the Road to Convergence</td>
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<td>3:45 p.m. - 4:00 p.m.</td>
<td>TRACK A</td>
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<tr>
<td>4:00 p.m. - 4:45 p.m.</td>
<td>TRACK A</td>
<td>CRITICAL SUCCESS</td>
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<td>WRAP-UP SESSION</td>
<td>What You've Heard and What's Next</td>
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See and hear the latest in streaming and digital media technologies.

**Streaming media West**

**October 31 - November 2, 2006**

San Jose McEnery Convention Center
San Jose, CA

Watch [www.streamingmedia.com/west](http://www.streamingmedia.com/west) for more details. Call for speakers now open.

www.streamingmedia.com/east
Hands-On Guide to Webcasting
9:00 a.m. – 12:00 p.m. | Gramercy

Work through the five phases of a Webcast — planning, production, encoding, authoring, and distribution — with the expert who “wrote the book,” Steve Mack. To add to your real experience, the workshop itself will be treated as a Webcast, with the goal to Webcast live from the workshop. Learn the things to do when planning a Webcast, Webcast production techniques, encoding equipment and techniques, and Webcast distribution. Workshop attendees will be encouraged to participate in the Webcast production to get the full “live” rush.

INSTRUCTOR: Steve Mack, Co-Author, Hands-On Guide to Webcasting

How to Produce Top-Quality Flash Content
9:00 a.m. – 12:00 p.m. | Murray Hill

Flash has become the technology of choice for many streaming video applications, but the technology is relatively new, and there are many production alternatives. This workshop demonstrates the respective quality of the available Flash codecs and encoding tools and makes specific recommendations by content type and target bandwidth. You will learn how to produce optimal quality Flash content, including how to choose the most Flash-friendly background and the effectiveness of pre-processing alternatives such as noise reduction and de-interlacing. The workshop concludes with a look at how Flash video is produced and used in several business, media, and entertainment applications.

INSTRUCTOR: Jan Ozer, Principal, Doceo Publishing

Creating a Broadband Content Service from a Cable Network

Tuesday, 9:00 a.m. – 9:30 a.m.

Beth Lewand, Vice President, Digital Media, Comedy Central

How does a cable television network launch a streaming broadband service? It sounds like there should be a punch line next, but Comedy Central’s MotherLoad is a serious business, developed and maintained through companywide partnerships and hard work. Hear how Comedy Central and MTV Networks develop original broadband series, manage production, and monetize their streaming efforts.

The Internet and the Transformation of Television Distribution

Tuesday, 9:30 a.m. – 10:00 a.m.

Jeremy Allaire, Chairman and CEO, Brightcove

The television industry is looking at a sweeping transformation that is centered around open distribution on the Internet. It is shifting from a world of geographic constraint, physical distribution, and carrier and operator control to one based on the premise of the open Internet — a world with dramatically more choice and control for consumers and content creators and owners. Brightcove founder and Internet pioneer Jeremy Allaire will speak about these trends and opportunities, painting a picture of the leading innovators and describing a vision of how consumers will experience broadband content in the years to come.

Video Blogging & Podcasting Tutorial
1:30 p.m. – 4:30 p.m. | Gramercy

Video blogs and podcasts are the newest distribution channels for audiovisual content, combining streaming and downloadable media with the incredibly popular Weblog format. This tutorial includes an overview of the technologies and best practices for podcasting and video blogging, plus a discussion of content formats for different viewing devices and target platforms as well as syndication and RSS. You will also learn about licensing and copyright issues and advertising, sponsorship, and other potential revenue opportunities.

INSTRUCTORS: Damien Stolarz, Author, Mastering Internet Video and Lionel Felix, Enterprise Technology Consultant, Felix Consulting

Comparing Streaming Formats & Encoding Tools
1:30 p.m. – 4:30 p.m. | Murray Hill

This workshop is a crash course to help you evaluate and select the right delivery format for your content. Independent streaming media consultant Dale Sorenson will deliver a head-to-head, objective comparison of the latest streaming media formats and codecs and then vividly demonstrate the pros and cons of each format using live video demos and the encoding tools discussed. He concludes with tips and techniques about how to achieve the highest possible quality of encoding.

INSTRUCTOR: Dale Sorenson, President, Sorenson Services USA

Video Content Consumption: On Your Schedule, on Any Device, Anytime
Wednesday, 9:00 a.m. – 9:30 a.m.

Bernie Gershon, Senior Vice President and General Manager, ABC News Digital Media Group

Bernie Gershon will share how the Disney ABC Television Group is delivering content anywhere, anytime, and to any device. Disney ABC TV has paved the way for new platforms, making video podcasts of Desperate Housewives and Lost available on iTunes and producing original video entertainment content for mobile phones. Bernie Gershon is a veteran of the media business with over 20 years in radio news. He pioneered ABC-News.com’s first stand-alone subscription service and the Web’s first 24/7 streaming news network, now named ABC News Now.

Leveraging Digital Video to Optimize Enterprise Communications
Wednesday, 9:30 a.m. – 10:00 a.m.

Matt Nowak, Capability Manager, Enterprise Network and Media Services, Allianz Life AG

Hear how Allianz AG uses digital video to help create a cohesive organization with clear goals and lines of communications among multiple facilities and more than 200,000 independent agents. Learn how digital video is used to broadcast all employee meetings and how video-on-demand and video streaming enable call center and mission-critical operations to view presentations at their convenience. Find out how Allianz is standardizing and streamlining training and new employee orientation with high-quality video-on-demand to the desktop and using streaming for real-time alerts and to broadcast training and product information to external wholesalers.

www.streamingmedia.com/east
Panelists:
Chris Hock, Director of Product Management, Macromedia, Inc.
James Kierman, Associate Director, Digital Media & Innovation, MediaVest Worldwide
Matt Wasserauf, CEO and President, Broadband Enterprises
Christine Peterson, Engagement Specialist and Media Supervisor, Carat Fusion

The Developing Business of Online Video Advertising

In the past year, the online video advertising industry has matured as more campaigns incorporate in-stream and in-page video advertising. Hear panelists discuss and demonstrate some of the innovative new campaigns they are using to acquire and retain customers. Learn about the challenges of the uncertain metrics for determining rich media marketing ROI and for reporting on customer usage. Hear how various business models may further encourage the adoption of this technology by the marketing world.

Moderator: Jeff Marcus, Chief Technology Officer, 2/4 Real Media

Webcasting: Selecting the Right Hardware & Software

When it comes to Webcasting, many options exist for selecting the right hardware and software for audio and video capture, encoding, and production. Choosing the best-of-breed capture cards, lighting, audio mixers, and video gear can be daunting. Learn from this panel of seasoned Webcasting professionals as they discuss the cost and pros and cons of the Webcasting hardware and software on the market today. Attendees are strongly encouraged to bring their questions.

Moderator: Tony Klejna, Director, Educational Technology and Distance Learning, New Media, Daemen College

Panelists:
Michael Straka, Vice President, Web Operations, and Executive Producer, FOX Interactive Media
Eric Manchester, Senior Live Events Producer, AOL
George Levar, Manager, Global Digital Media Services, Accenture
Mark Fears, Director, New Product Development, ViewCast Corporation

5:30 p.m. — 7:30 p.m.

Coffee & Danish — Visit the Exhibits
The Future for Portable Wireless Content

The trend toward customized content distributed via cell phones may prove as significant as the Web itself. Instead of consumers needing a computer to see the latest news and customized features, it will reach them wherever they are. What kind of content is it likely be? What are the technology hurdles that remain and what are some work-around options? This panel features speakers who are at the forefront of content creation for a wide range of media.

**MODERATOR:** Evan Schuman, President, The Content Firm LLC

**PANELISTS:**
- Matthew Rothenberg, Editor-in-Chief, eWEEK
- Howard Homonoff, CEO, Homonoff Media
- Tony Panaccio, Marketing Communications, Vidiator
- Troy Ruhnanen, Executive Vice President and Managing Director, BBDO North America, Cingular Wireless
- Wendell Bailey, President, Strategic Technology International

IPTV & Video-on-Demand Cable Services

In 2006, broadband access and video-on-demand services reach more than 50 percent of all Internet-connected households. IPTV appears to be on the verge of changing the delivery landscape for both telcos and content creators, but it has yet to happen. Learn which technology platforms are most likely to prevail, who is partnering with whom, and whether another disruptive technology may supplant the major players. Hear a debate about who is likely to win the competition between the cable and phone companies.

**MODERATOR:** Andrew Rosenman, President, Arise Communications, Inc.

**PANELISTS:**
- Thierry Curis, Product Manager, Streaming, Akamai
- Stephen Condon, Vice President, Marketing, Entrig
- Ty Ahmad-Taylor, Senior Director, Cross Platform Applications, Comcast Interactive Media and Comcast Cable Corp.

Protecting Digital Assets: The Rights Management Challenge

The protection of digital video content distributed over IP-based networks is a burning issue. Content owners and aggregators are attempting to apply digital rights management solutions to protect and monetize their media. But not all business models are easily supported, and the DRM technology and industry are still developing. From podcasting to movie downloads, existing DRM systems are being stretched to the limit. This panel focuses on some of the real-world challenges that companies face in implementing consumer-friendly models and how some content owners are addressing those challenges.

**MODERATOR:** Myra Moore, President, Digital Tech Consulting

**PANELISTS:**
- Christopher Levy, CEO, BuyDRM
- John Jones, Senior Vice President of Programming, Artist and Label Relations, MusicNet
- Nick Rockwell, Chief Technology Officer, MTV Networks

Online Video for Customer Acquisition

A new paradigm in online advertising and lead generation is here. Integrating television advertising principles with search engine marketing can create triple traditional online lead generation conversions. At the same time, however, video increases campaign complexities, from Q-scores to copy and creative. This presentation will discuss best practices and identify pitfalls.

**SPEAKER:** Joe Schab, President and CEO, Creative Digital Group

Key Trends in Online Audio & Video

Internet radio and video are growing rapidly. In this session, you will hear key research findings and measurements, including learning how consumers use this media, how often, and who they are. Erin Hunter will share demographic insights, a report on the popularity of online radio and online video, preferred consumer formats, and statistics about the growth and adoption of audio and video media.

**SPEAKER:** Erin Hunter, Senior Vice President, Media and Entertainment, comScore

How to Choose the Best Video Codec

Making choices between Windows Media 9, Real 10, H.264, and QuickTime can be complicated when you are trying to choose the best codec. In this session, you will learn how to narrow your options and see live examples of encoding strategies that will help you decide which codecs are right for you based on different types of video content and your target viewer.

**SPEAKER:** Steve Levine, Writer, Streaming Media Sourcebook

Using Streaming & Videoconferencing in Healthcare

This case study shows how the Cincinnati Children’s Hospital Medical Center is using streaming media and videoconferencing. See how the medical center uses live and on-demand streaming media for clinical and patient education and videoconferencing to support telemedicine and research collaboration. Hear about a current project to build a searchable library of digital media content for patients, parents, and healthcare providers.

**SPEAKER:** Tom Streeter, Applications Analyst, Cincinnati Children’s Hospital Medical Center

Shooting for Streaming

This session demonstrates the fundamentals for shooting high-quality streaming. Topics explore include shooting progressive versus interlaced, how lighting and back-lighting impact quality, choosing optimal background and clothing, and shooting for greenscreen and virtual sets.

**SPEAKER:** Jan Ozer, Principal, Doceo Publishing

Successful Radio Streaming in the Noncommercial Sector

Tremendous new opportunities exist for many segments of the content and broadcast industry as the over-the-air radio audience tunes in to streaming radio. Gartner forecasts that by 2009, there will be over 450 million handsets capable of receiving streaming radio.” Bridge Ratings
forecasts that by 2009, 147.5 million listeners will be hearing streaming Internet radio. Hear about streaming radio opportunities and success stories from someone who is doing it today.

**SPEAKER:** Frank Kavenik, Director of Strategic Analysis, EMF Broadcasting

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**Coffee Break** — Visit the Exhibits

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**3:45 p.m. - 4:15 p.m.**

**Unique Challenges to Enterprise Streaming**

Today, more than 90 percent of Fortune 1000 companies use some form of live and on-demand streaming technology. Enterprise streaming is proving its value as a powerful, convenient, and affordable way to broaden learning opportunities, improve communications, and increase productivity. While the media highlights consumer streaming applications, streaming in the enterprise is where the serious adoption began and where the business value is tangible. This session explores strategies that are important to streaming in the corporate environment.

**MODERATOR:** Don Michels, Vice President, Technology, The FeedRoom

**PANELISTS:**

- Rod Bacon, CEO, Media Publisher Inc.
- Maria DeMarco, Manager, Multimedia Solutions, The Vanguard Group
- Bryan Walls, Streaming Audio and Video Interest Group Lead, NASA/Marshall Space Flight Center
- Nicole McLane, VP, Broadcast & Streaming Media Marketing Services Manager, JPMorgan Chase & Co. N.A.

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**4:15 p.m. - 5:00 p.m.**

**Broadband Video Advertising: Ad Agency Buyers Speak Out**

The ad agencies have really jumped on Internet broadband video advertising as the newest and hottest advertising vehicle. How do the ad buyers with all the money decide where to spend those funds? What do they need from publishers and providers in order to spend it? What standards do they want and why won’t the publishers give this to them? Some believe that even the $60 billion in TV advertising is threatened by Internet video advertising.

**MODERATOR:** Greg Stuart, CEO, Internet Advertising Bureau (IAB)

**PANELISTS:**

- Louis Jones, Executive Vice President & Managing Director, Media Contacts
- Mitch Oscar, Executive Vice President, Carat Digital, Carat North America
- Amanda Richman, Senior Vice President, Strategy and Innovation, MediaVest
- Louis Jones, Executive Vice President & Managing Director, Media Contacts
- Mitch Oscar, Executive Vice President, Carat Digital, Carat North America
- Amanda Richman, Senior Vice President, Strategy and Innovation, MediaVest

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**The Outlook for Investment in the Digital Media Sector**

Billions of dollars have been invested in the streaming media industry by private and public investors, and billions have been lost. As the industry regains momentum, find out what attracts investors and the big dollars, and if you get some money, how you will fare in today’s volatile markets. This panel offers a tough, no-nonsense examination, with clear guidelines for institutions, companies, and private investors. Listen as leading experts and industry leaders discuss current investment trends in the streaming and digital media sectors, what the key market drivers are, where the innovation is occurring, and how these opportunities will be successfully monetized in the coming years.

**MODERATOR:** Bob Davis, Managing General Partner, Highland Capital Partners

**PANELISTS:**

- Tolman Geffs, Managing Director, The Jordan Edmiston Group
- Michael Yavonditte, CEO, Quigo Technologies
- Daniel O’Brien, Chairman & CEO, Gotuit Media
- Dennis Miller, General Partner, Spark Capital

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**Session Rooms**

- **Keynotes**
  - Gramercy
- **Track A**
  - Gramercy A
- **Track B**
  - Gramercy B
- **Track C**
  - Bryant

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Coffee & Danish — Outside Gramercy

Video Content Consumption:
On Your Schedule, On Any Device, Anytime

Bernie Gershon, Senior Vice President and General Manager, ABC News Digital Media Group
From iPods to the Sony PlayStation Portable to mobile phones, people are consuming video content from many nontraditional platforms, including VOD, broadband, and wireless. Bernie Gershon will share how the Disney ABC Television Group is delivering content anywhere, anytime, and to any device. Disney ABC TV has paved the way for new platforms, making video podcasts of Desperate Housewives and Lost available on iTunes and producing original video entertainment content for mobile phones. Bernie Gershon is a veteran of the media business with over 20 years in radio news. He pioneered ABCNews.com’s first stand-alone subscription service and the Web’s first 24/7 streaming news network, now named ABC News Now.

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Matt Nowak, Capability Manager, Enterprise Network and Media Services, Allianz Life AG
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The Quest for Searchable Video

With the recent launch of searchable video services by major portals and the deals with big media properties to index streaming and downloadable entertainment, video searching is fast becoming a high-profile function. In both business organizations and consumer media properties, indexing and metadata strategies have become a “must-have” for any large-scale content creator. Simply having good content is not enough if users can’t easily find it. Learn what you need to know about how video search works and video search technology.

MODERATOR: Joie Schab, President and CEO, Creative Digital Group

PANELISTS:
Jeff Hastings, President, Pinnacle Systems, a division of Avid
Justin Shaffer, Vice President and Chief Architect, MLB Advanced Media
Ian Blaine, CEO, thePlatform
Suranga Chandratilleke, Founder and Chief Technology Officer, blinkx

Coffee Break — Visit the Exhibits

The Business of Podcasting & Video Blogging

As consumers demand access to news, entertainment, and sports information anywhere and anytime, content owners are looking for new ways to deliver near-real-time content. The availability of mobile media devices such as the PSP and iPod has made podcasting one of the emerging platforms for this distribution, but the business model is still very uncertain. Panelists in this session will discuss the major effects of podcasting on mainstream media, and how or if this type of content can generate revenue and profitable business models.

MODERATOR: Raghav Gupta, Director, Business Development & Strategy, Brightcove

PANELISTS:
Bruce Melzer, Director, Online Business Development, NPR
Steve Safran, Director of Digital Media, New England Cable News (NECN)
Fred Wilson, General Partner, Union Square Ventures
Paul Mrialdi, Vice President, Marketing, Clear Channel

Corporate Streaming: Real Costs & ROI

In today’s economy, every corporation can be a media company, using an array of streaming and digital media technologies to reach employees, customers, sales channels, partners, and press. The issue is no longer whether to add video to corporate Web sites, but about learning how to do it and how much it costs. Hear examples of corporate streaming applications, the size of deployments, and review versus-buy strategies, and learn what your return on investment and payback period is likely to be.

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com

PANELISTS:
Bart Feder, President & CEO, The FeedRoom
Andy Mayer, Project Manager, Web Technology, Verizon
Dave Winter, Chief Technology Officer, Vividas
Mike Eiskamp, Technical Specialist, Web Infrastructure, General Mills

The Changing Face of Internet Radio

Online radio distribution is beginning to leverage a combination of delivery outlets to reach a wider, more connected audience. Once broadcast strictly to a computer-based audience, Internet radio is now crossing into other delivery streams such as satellite and personal broadcasting via the connected living room. This panel of radio and broadcasting executives will discuss the state of digital radio today and where they see it going in the next few years.

MODERATOR: Abbey Klaassen, Reporter, Advertising Age

PANELISTS:
Lisa Namerow, Director of AOL
Matt Feinberg, Senior VP, Manager of National Radio, Zenith Media
Gerrit Meier, Senior VP and General Manager, Clear Channel
Online Radio and M usic
Eric Ronning, Co-founder and Managing Director, Ronning Lipset Radio
Natalie Swed Stone, Director, National Radio, OM D

Tools & Strategies for Content Creation & Encoding

Hear practicing experts discuss recommended tools, technologies, and workflows for content and optimizing work flow for faster and higher-quality output. For many professionals, audio and video for the Internet requires an about-face from knowledge gained during careers in broadcast or production. Find out why, and learn what tools are suggested for cre-
atting the best possible streaming audio and video content in today’s
real-world environments.

MODERATOR: Robert Gershon, Chair, Communication Dept., Fine Arts Center,
Castleton State College

PANELISTS:
Alex Wolfe, CEO, Astream.net
Ernest Feiteira, Chief Operating Officer, The Employment and Career Channel
Andrew Brooks, Director, Online Development, Court TV
Ross Hollebon, Manager, Internet Services, Baltimore Ravens

Using Video for Viral Marketing to Teenagers

Today’s generation of teenagers is creating, consuming, and watching
more online content than ever before. Due to the widespread prolif-
eration of digital devices, 67 percent of all teenagers create their own
online content and watch more online video than TV or movies at the-
ters. Ranging from relationship marketing to “advergaming,” this
panel shows how they use creative advertising and marketing to con-
nect with this younger generation.

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com

PANELISTS:
Martin Hayward, Director of Marketing, Mirror Image Internet
Aaron Cohen, CEO and Founder, Bolt Medical
Erik Hawkins, CEO, PureVideo
Kristin Lindsey Cook, Director, Digital Media, Programming and Strategy, Fuse

2:15 p.m. – 2:45 p.m.

Implementing Synchronous Live Online Training

Learn how ADP implemented live online training to a dispersed audience of
18,000 clients. This case study covers topics such as advertising, enroll-
ments, increased attendance ratio, feedback loops, improving the
process cycle, and the changing audience mind-set about online training.

SPEAKER: Ylrick Normandeau, Webmaster, Audatex

Best Practices for Windows Media Video Encoding

Windows Media supports compression media in everything from
mobile phones to HD, which means that many of its options aren’t applic-
able to all situations. This session focuses on crafting encoding set-
tings for optimum Web video (streaming or progressive download).
Learn how to choose between CBR and VBR, 1-pass and 2-pass to design the right intelligent streaming settings for your audience.

SPEAKER: Ben Waggoner, Program Manager, Video Encoding, Professional Content Group, Microsoft

The Rules of Engagement: Best Practices in Online Video Advertising

Video is one of the fastest-growing rich media initiatives in the indus-
try. Previously, there have been significant limitations to both the qual-
ty and capabilities video can offer. Now, quite a few of those limitations are disappearing, and quickly, allowing advertisers to push the boundaries of creativity. In this session, you will learn how to create an engaging online video experience within an ad as well as view real examples of strategies that are currently working.

SPEAKER: Martin Betoni, Creative Director, PointRoll

3:00 p.m. – 3:45 p.m.

Rich Media & the Road to Convergence

In 2006, we are going to see real convergence between TVs, mobile
phones, computers, DVRs, and other addressable devices. From a tech
perspective, video applications have already crossed the boundaries
and storage has become cheap and available online. Soon, audio and
video applications will be retrievable from any terminal with a screen
touch entry device. Come hear what industry executives see as the future of
convergence for video over IP.

MODERATOR: Tony Klejna, Director, Educational Technology and Distance Learning, New Media, Daemen College

Session Rooms

➤ Keynotes Gramercy
➤ Track A Gramercy A
➤ Track B Gramercy B
➤ Track C Bryant

May 23-24, 2006
PANELISTS:
Mike Gordon, Co-founder and Chief Strategy Officer, Limelight Networks
Jeremy Toeman, Vice President, Market Development, SlingMedia
Peter Price, President & CEO, National Academy of Television Arts & Sciences

Distribution & Delivery of Digital Media

The business of content distribution and delivery can be confusing for content owners and providers as multiple distribution mediums such as streaming, progressive downloads, and podcasting all play a vital role. This session examines the landscape of digital media delivery and distribution and gives you the know-how to effectively choose the right combination of delivery options for your content. Panelists will discuss the pros and cons of each service, the costs associated with each, and help you understand your options.

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com

PANELISTS:
Trent Adams, Chief Innovator & Executive Producer, New England Patriots
Navarrow Wright, Chief Technology Officer, BET Interactive
Suhaila Suhimi-Waldner, East Coast Director, OMD Digital

Online Music: May the Best Model Win

The digital music market has exploded in the past year, and companies with varying models have launched services they hope will cash in on the avid consumer demand for digital music. It's early in the game and still unclear which models will work and which will fail. This panel discusses how the major players are delivering music to consumers, what portable devices will play an important role, and how the models may change as the market for online music matures.

PANELISTS:
Tim Nilson, VP, Mobile Technology, Sony Music
Anu Kirk, Director of Product Management, Music, Rhapsody
Neil Smith, GM, AOL Music Now

Coffee Break — Last Chance to Visit the Exhibits

Wrap-Up Session: What You've Heard and What's Next

Mix it up with industry leaders and observers as they discuss what they heard and what the future holds. All attendees are encouraged to bring their questions or topics they want to discuss.

MODERATOR: Dan Rayburn, Executive Vice President, StreamingMedia.com
Trent Adams  
Chief Innovator & Executive Producer, New England Patriots

Ty Ahmad-Taylor  
Senior Director, Cross Platform Applications, Comcast Interactive Media and Comcast Cable Corporation

Jeremy Allaire  
Chairman and CEO, Brightcove

Geoff Allen  
Chairman & Founder, Anystream

Nicholas Ascheim  
Senior Product Manager, NYTimes.com

Rod Bacon  
CEO, Media Publisher Inc.

Wendell Bailey  
President, Strategic Technology International

Scott Baker  
Video Products Manager, Boston.com

Martin Betoni  
Creative Director, PointRoll

Tejpaul Bhatia  
Senior Manager, International and Business Strategy, ESPN New Media

Ian Blaine  
CEO, thePlatform

Keith Bohling  
Senior Project Manager, Training Development, ADP Claims Services Group

Kristie Bourya  
Deputy Director, Newspapers Online, Associated Press

Andrew Brooks  
Director, Online Development, Court TV

Suranga Chandratillake  
Founder and Chief Technology Officer, blinkx

Aaron Cohen  
CEO and Founder, Bolt Media

Stephen Condon  
Vice President, Marketing, Entriq

Kristin Lindsey Cook  
Director, Digital Media, Programming and Strategy, Fuse

Thierry Curis  
Product Manager, Streaming, Akamai

Bob Davis  
Managing General Partner, Highland Capital Partners

Ross Davis  
General Manager, SCCtv, Seattle Community Colleges Television

Darrell DeMakes  
Managing Producer, Broadband, AETN

Maria DeMarco  
Manager, Multimedia Solutions, The Vanguard Group

Mike Elskamp  
Technical Specialist, Web Infrastructure, General Mills

Mark Fears  
Director, New Product Development, ViewCast Corporation

Bart Feder  
President & CEO, The FeedRoom

Ernest Feiteira  
Chief Operating Officer, Employment And Career Channel

Lionel Felix  
Enterprise Technology Consultant, Felix Consulting

Matt Feinberg  
Senior VP, Manager of National Radio, Zenith Media

Harry Fuller  
Executive Editor, News.com

Tolman Geffs  
Managing Director, Jordan Edmiston Group

Bernie Gershon  
Senior Vice President and General Manager, ABC News Digital Media

Robert Gershon  
Chair, Communication Dept., Fine Arts Center, Castleton State College

Mike Gordon  
Co-founder and Chief Strategy Officer, Limelight Networks

Raghav Gupta  
Director, Business Development & Strategy, Brightcove

Jeff Hastings  
President, Pinnacle Systems, a division of Avid

Erik Hawkins  
CEO, PureVideo

Martin Hayward  
Director of Marketing, Mirror Image Internet

Albie Hecht  
President, Worldwide Biggies Inc.

Chris Hock  
Director of Product Management, Macromedia, Inc.

Ross Hollebon  
Manager, Internet Services, Baltimore Ravens

Howard Homonoff  
CEO, Homonoff Media

Karl Horvath  
Assistant Director, Temple University

Erin Hunter  
Senior Vice President, Media and Entertainment, comScore

John Jones  
Senior Vice President of Programming, Artist and Label Relations, MusicNet

Louis Jones  
Executive Vice President & Managing Director, Media Contacts

James Kiernan  
Associate Director, Digital Media & Innovation, MediaVest Worldwide

Anu Kiran  
Director of Product Management, Music, Rhapsody

Tony Klejna  
Director, Educational Technology and Distance Learning, New Media, Daemen College

Frank Kavenik  
Director of Strategic Analysis, EMF Broadcasting
Abbey Klaassen
Reporter, Advertising Age

David Kurz
Senior Web Developer, Ohio University

George Levar
Manager, Global Digital Media Services, Accenture

Steve Levine
Writer, Streaming Media Sourcebook

Christopher Levy
CEO, BuyDRM

Beth Lewand
Vice President, Digital Media, Comedy Central

Eric Lysionok
Strategic Account Manager, New Toronto Group

Steve Mack
Co-Author, Hands-On Guide to Webcasting

Sandy Malcolm
Executive Producer, CNN.com video

Jeff Marcus
Chief Technology Officer, 24/7 Real Media

Eric Manchester
Senior Live Events Producer, AOL

Andy Mayer
Project Manager, Web Technology, Verizon

Nicole McLane
VP, Broadcast & Streaming Media Marketing Services Manager, JPMorgan Chase & Co. N.A.

Gerrit Meier
Senior VP and General Manager, Clear Channel Online Radio and Music

Bruce Melzer
Director, Online Business Development, National Public Radio

Don Michels
Vice President, Technology, The FeedRoom

Dennis Miller
General Partner, Spark Capital

Paul Miraldi
Vice President, Marketing, Clear Channel

Myra Moore
President, Digital Tech Consulting

Lisa Namerow
Director of AOL

Tim Nilson
VP, Mobile Technology, Sony Music

Matt Nowak
Capability Manager, Enterprise Network and Media Services, Allianz Life AG

Tony Panaccio
Marketing Communications, Vidiator

Christine Peterson
Engagement Specialist and Media Supervisor, Carat Fusion

Peter Price
President & CEO, National Academy of Television Arts & Sciences

Daniel O'Brien
Chairman & CEO, Gotuit Media

Mitch Oscar
Executive Vice President, Carat Digital, Carat North America

Jan Ozer
Principal, Doceo Publishing

Dan Rayburn
Executive Vice President, StreamingMedia.com

David Reiss
Assistant Professor, Electronic Media & Film Dept., Towson University

Amanda Richman
Senior Vice President, Strategy and Innovation, MediaVest

Nick Rockwell
Chief Technology Officer, MTV Networks

Eric Ronning
Managing Director, Ronning Lipset Radio

Andrew Rosenman
President, Arise Communications, Inc.

Matthew Rothenberg
Editor-in-Chief, eWEEK

Troy Ruhanen
Executive Vice President and Managing Director, BBDO North America

Cingular Wireless

Steve Safran
Director, Digital Media, New England Cable News (NECN)

J oe Schab
President and CEO, Creative Digital Group

Evan Schuman
President, The Content Firm LLC

Justin Shaffer
Vice President and Chief Architect, MLB Advanced Media

Neil Smith
GM, AOL Music Now

Stephen Smyth
Vice President, Emerging Media, Reuters

Dale Sorenson
President, Sorenson Services USA

Damien Stolarz
Author, Mastering Internet Video

Suhaila Suhimi-Waldner
East Coast Director, OM D Digital

Natalie Swed Stone
Director, National Radio, OM D

Tom Streeter
Applications Analyst, Cincinnati Children's Hospital Medical Center

Greg Stuart
CEO, Internet Advertising Bureau (IAB)

Michael Straka
Vice President, Web Operations, and Executive Producer, FOX Interactive Media

Charles Symon
Assistant Superintendent Media and Operational Services, Beacon City School District

Jeremy Toeman
Vice President, Market Development, SlingMedia

Kevin Towes
Senior Consultant and Certified Macromedia Trainer, New Toronto Group

Ben Waggoner
Program Manager, Video Encoding, Professional Content Group, Microsoft

Bryan Walls
Streaming Audio and Video Interest Group Lead, NASA/Marshall Space Flight Center

Matt Wasserlauf
CEO and President, Broadband Enterprises

Fred Wilson
General Partner, Union Square Ventures

Dave Winter
Chief Technology Officer, Vividas

Alex Wolfe
CEO, Astream.net

Navarrow Wright
Chief Technology Officer, BET Interactive

Michael Yavonditte
CEO, Quigo Technologies
Streaming Media East offers conference attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Admission to the Exhibit Hall is included with all Streaming Media East 2006 conference registrations.

**Exhibit Hours**

- Tuesday, May 23rd | 10:00 a.m. - 6:00 p.m.
- Wednesday, May 24th | 10:00 a.m. - 4:00 p.m.

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- WorldNow | 207/209
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www.streamingmedia.com/east
Abacast's live streaming technology allows us to price all of our products more competitively. Abacast products include our patented distributed streaming, standard live and on-demand streaming, subscription systems, digital rights management, ad/content injection, cell phone streaming, custom player design, and more. Check out our Web site to see why it's the "alternative technology that makes cents!"

Booth #107
Accordent Technologies develops presentation authoring and management solutions that enhance the way that universities, government agencies, and the corporate enterprise author, publish, and manage online presentations for corporate communications and e-Learning. Over 1,500 organizations worldwide utilize Accordent products. Accordent was recently recognized as providing the Best Webcasting Solution by Network Computing Magazine.

Booth #119
Akamai is the leading global service provider for accelerating content and business processes online. More than 1,900 organizations have formed trusted relationships with Akamai, improving their revenue and reducing costs by maximizing the performance of their online businesses. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today and have the foundation for the emerging Web solutions of tomorrow. Akamai is "The Trusted Choice for Online Business." For more information, visit our Web site.

Booth #310
Booyah Broadcasting Group empowers advertisers to sponsor premium video content across a network of syndication partners. Booyah's self-service platform gives unparalleled control over broadband video advertising. Advertisers insert pre/mid/post roll ads into specified premium content slots, set budgets, optimize campaigns, and run real-time reports.

The EventDV.net Research Center Includes the following categories:

**PRODUCTION**
- 3D and Effects Software
- Live Event Tips & Techniques
- Camcorders
- Camcorder Accessories
- Lighting
- Audio

**POST-PRODUCTION**
- Editing & Authoring Tips & Techniques
- NLEs
- DVD Authoring Tools
- DVD Duplicators and Printers
- HD & HDV Media (Disc and Tape)
- Video Storage & Decks
- Workstations

**ARTICLES BY**
- David Chandler-Gick
- Brett Culp
- Ken Ehrhart
- Todd Gillespie
- John Goolsby
- Doug Graham
- Jenny Lehman
- Jan Ozer
- Lee Rickwood
- David Robin
- Jeff Sauer
- Ed Wandyga
- Steve Yankee

May 23–24, 2006

**Hilton New York New York**

Streaming & Digital Media Solutions for the Business World
CRM Magazine is the leading publication serving the field of customer relationship management. CRM is targeted to senior-level management in corporate, sales, marketing, service, and information technology. It provides business leaders with the information they need to reach their strategic objectives through CRM technology. Subscribe now at www.destinationCRM.com.

EContent magazine is the premier source for strategies and resources for the digital content industry. Published by Information Today, Inc., each issue offers timely news analysis; product, company, and executive profiles; and analysis of industry trends. Its editorial content is uniquely focused on the digital content industry, which makes it the forerunner in reporting on electronic content, the content infrastructure, and the business of digital content.

ConferZone is the first objective e-conferencing resource that tracks the latest technology and trends in the marketplace. ConferZone provides comprehensive, objective content so businesses can make educated and sound decisions when purchasing e-conferencing services or products. ConferZone provides newsletters, event listings, white papers, vendor information, and much more. Check out its Web site.

Elsevier is a leading publisher of digital media and broadcast technology titles. Visit our booth at Streaming Media East to check out our new Hands-On Guide Series. Topics include Windows Media, Webcasting, and Video Blogging and Podcasting—Take advantage of our show special 15% off.

Entriq provides an end-to-end Web-based solution for protecting and selling digital rich media over broadband, mobile, and IPTV distribution channels. Our solution includes tools for encrypting and licensing digital media, setting up storefronts, and managing digital downloads, and for commerce and customer care. For more information visit our Web site.

Networking Reception

Join us in the Exhibit Hall on Tuesday from 5:00 p.m. – 6:00 p.m. for a networking reception. Renew old acquaintances, meet new colleagues, and visit with the exhibitors—all while enjoying light hors d’oeuvres and drinks.
The IAB is the only association dedicated to helping online, interactive broadcasting, e-mail, wireless, and Interactive television media companies increase their revenues. The quality of the IAB leadership, membership, and industry initiatives, such as standards, research, advocacy and education, benefit the membership as well as the industry as a whole. For more information, visit the IAB Web site.

Internet Video Magazine
5519 Clairemont Mesa Blvd.
Suite 5114
San Diego, CA 92117
PH: 858-573-0736
FAX: 309-285-5535
www.internetvideomag.com

Media Sponsor
Internet Video Magazine is the leading site for those who want to learn how to shoot, edit, and post their videos and movies to the Web. In addition, Internet Video Magazine provides a guide to finding the best online videos, animations, and films, as well as the sites that host and share Web video.

KlikVU Inc
342 West 40th Street, 5th Floor
New York, NY 10018
PH: 212-219-9595
FAX: 212-219-9595
www.klikvu.com

Tabletop # 5

Limelight Networks
2220 West 14th Street
Tempe, AZ 85281
PH: 602-850-5000
FAX: 602-850-5001
www.LLNW.com

Booth # 126
Gold Sponsor
Limelight Networks is the highest-performance content delivery network for digital media. Limelight’s massively scalable delivery solutions are uniquely tailored to those doing distributed on-demand and live delivery of video, music, games, and downloads to broadband and mobile users. Limelight leads the industry in “delivering the digital lifestyle.”

Maven Networks, Inc.
196 Broadway, 3rd Floor
Cambridge, MA 02139
PH: 617-806-8222
FAX: 617-806-8282
www.maven.net

Booth # 122
Gold Sponsor
Maven Media System (MMS) is a comprehensive video publishing, management, and delivery platform that enables content providers to market and monetize their media assets online. Content providers can quickly and easily design and launch sophisticated broadband video channels that offer unrivaled consumer experiences to increase media consumption and generate new and profitable revenue streams.

Mirror Image Internet
2 Highwood Drive
Tewksbury, MA 01826
PH: 781-376-1918
FAX: 866-892-9594
www.mirror-image.com

Booth # 125
Gold Sponsor
Mirror Image Internet's patented global network reliably streams video and audio content to users around the world, regardless of location or traffic bursts. With comprehensive capabilities and an easy-to-use Web-based management tool, the Mirror Image single-source solution enables companies to easily publish, manage, deliver, and analyze their streaming media activity.

Narrowstep Inc.
440 9th Avenue, 17th Floor
New York, NY 10001
PH: 212-404-1400
www.narrowstep.com

Booth # 312
Narrowstep’s TelvOS solution is the most powerful media platform for the deployment and distribution of broadband video channels on a globally commercial level. Narrowstep’s comprehensive and proven technology has enabled over 80 clients from content owners to MSOs to deliver successful channels on multiple devices anytime, anywhere.
Streaming & Digital Media Solutions for the Business World

NetStairs.com

Booth # 307
NetStairs.com is the world’s one and only intelligent media streaming server provider for online advertising and content suppliers. IV-8 ad-servers are designed to host your commercials and infomercials, thus allowing your online visitors to watch them universally. e-v8 is a high-end dedicated server, designed to provide a variety of content delivery solutions supporting media industry standards.

NeoEdge Networks

Booth # 309/311
NeoEdge is the future of digital entertainment delivery. It gives any content provider a branded, 1-1 channel for on-demand delivery, promotion and sales, and direct interaction with customers. NeoEdge slashes distribution costs by 80% or more, with full ability to control and manage content. NeoEdge maximizes revenue possibilities for all digital products.

NewTek

Booth # 308
NewTek TriCaster is a portable, live presentation system designed for professionals on a budget who don’t do video full time. Turn it on, and mix live cameras with video, titles, images, external computer displays, and even live web pages. TriCaster sends your live presentation simultaneously to video, projector, and the Internet.

On2 Technologies
1560 Broadway, 10th Floor New York, NY 10036 PH: 646-292-3533 FAX: 646-292-3534 www.on2.com

Booth # 316
On2 Technologies is the premier developer of video compression technology for Flash, VoIP, VOD, and mobile applications. On2 software is used by such leading companies as Brightcove, XM Radio, iFilm, and VitalStream and has an installation base of millions through its inclusion in M acromedia Flash Player, Skype 2, and AIM.

Orban/CRL
7970 S. Kyrene Street Tempe, AZ 85281 PH: 480-403-8300 FAX: 480-403-8301 www.orban.com

Booth # 314
Orban’s Opticodec-PC family of streaming and file encoders use standards-based, genuine Coding Technologies AAC/aacPlus v2 codecs. The Opticodec-PC family is versatile, allowing you to stream or download to widely available free players like Winamp (5.05 and higher) and RealPlayer (version 10 or higher). Opticodec-PC 1010 PE (Professional Edition) supports 3GPP streaming to mobile devices.

Networking Reception

Join us in the Exhibit Hall on Tuesday from 5:00 p.m. – 6:00 p.m. for a networking reception. Renew old acquaintances, meet new colleagues, and visit with the exhibitors—all while enjoying light hors d’oeuvres and drinks.

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Streaming & Digital Media Solutions for the Business World
corporate, education and government professionals can improve internal and external communications with dynamic multimedia presentations. Streaming media from Real can be securely viewed any time, live or on-demand. Learn more at the Real Web site.

RampRate is the leading online resource and industry directory for film, television, video, and digital media production. Developed as a tool for people to locate production products, services, and professionals, ProductionHUB has grown to become the number-one production search engine. Over 100,000 monthly users rely on ProductionHUB to deliver up-to-date information related to the production industry.

RampRate
1452 2nd Street
Santa Monica, CA 90401
PH: 310-319-1599
FAX: 310-861-1399
www.ramprate.com

Booth # 114
RampRate is the authority on streaming, content delivery, downloads, P2P, IPTV, hosting, and bandwidth. RampRate’s extensive portfolio of over 165 vendor partners and its data-driven, proprietary SPY Index reduce decision-making times from months to weeks, while saving an average of 30 percent. For more information, visit the RampRate Web site.

Sorenson Services USA
282 Cabrini Blvd.
New York, NY 10040
PH: 212-802-4467
www.sorenson-usa.com

Media Sponsor
Sorenson Services USA provides strategy, consulting, training, and services to help companies integrate streaming media into their Web sites and business models. Using our expertise and partnerships, we offer clients an objective perspective on the best technologies for their projects and help implement successful and profitable media delivery strategies. We specialize in delivering the highest-quality results that cutting-edge technologies can deliver. Based in New York City, SSUSA was founded by Dale Sorenson in 1997.

StarBak Communications
29 Sawyer Road
One University Office Park
Waltham, MA 02453
PH: 781-736-1200
FAX: 781-732-1201
www.StarBak.com

Tabletop #2
StarBak Communications builds award-winning technology that radically simplifies the creation, display, delivery, and management of video-based applications over networks. The StarBak Integrated Network Video (INV) platform can integrate all of your video systems streaming, video conferencing, IP television, and others into a single converged solution. You can use the power of your own IP network in place of expensive video delivery systems, such as satellite and cable TV. Using the StarBak INV solution, any video conferencing meeting room can be transformed into an instant video Webcasting and on-demand publishing studio. An intuitive user interface makes it easy to manage your video content in the way that best fits your organization.

SAVVIS, Inc.
1 SAVVIS Parkway
St. Louis, MO 63017
PH: 314-628-7000
www.savvis.net

Booth # 202 Gold Sponsor
SAVVIS provides global IT infrastructure and managed services tailored to the media industry’s requirements for fast, secure management and movement of digital media. SAVVIS streaming, content delivery, content management, network hosting, and utility computing streamline the creation, production, and delivery of digital media between your organization, business partners, and consumers.

www.streamingmedia.com/east
TalkPoint

TalkPoint
100 William Street, 9th Floor
New York, NY 10038
PH: 212-909-2900
FAX: 212-909-2901
www.talkpoint.com

Booth # 212
TalkPoint provides easy-to-use Web-based communication solutions for Webinars, online meetings, presentations, and conferences. Our Webcasts deliver an interactive and engaging experience between the presenter and the online audience. From white-glove service to self-service, TalkPoint has the right solution for you. Make your point, with TalkPoint!

The FeedRoom

The FeedRoom
205 Hudson Street, 8th Floor
New York, NY 10013
PH: 212-219-0343
FAX: 212-925-6471
www.feedroom.com

Booth # 313
The FeedRoom, the leading digital media communications company, in operation since 1999, enables clients to communicate more effectively with video online as well as through other technology platforms and devices. The FeedRoom’s unique one-stop shop enables leading corporations, media companies, and government agencies to communicate more effectively with the media, consumers, partners, investors, and other key stakeholders.

TV1.DE

TV1.DE
Betastrasse 9a
Unterfoehring, 85774 Germany
PH: +49 89 960 570 0
FAX: +49 89 960 570 79
www.tv1.de

Booth # 304
TV1.DE, with its principal office in Unterfoehring near Munich, is the leading provider for multimedia streaming services in Europe, covering the full value chain of IPTV from production to application development to distribution. TV1.DE is a full service provider for streaming media solutions, including all technical services.

VectorMAX

VectorMAX
951 Market Promenade Avenue
Suite 2106
Lake Mary, FL 32746
PH: 407-833-0066
www.vectormax.com

Booth # 217
VectorMAX Corporation is a software company that independently develops proprietary IP-based video communications solutions. VectorMAX’s software-only products deliver highly resilient, high-quality, low-latency real-time video over existing network infrastructure and standard personal computers. The company markets turnkey, end-to-end software systems for live, on-demand, and video conferencing solutions.

VBrick Systems

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FAX: 203-265-6750
www.vbrick.com

Booth # 226
Gold Sponsor
VBrick provides digital video distribution systems for education, corporate, government, and healthcare. The products include Windows Media and MPEG streaming applications, video-on-demand servers, PC viewing software, and set-top-boxes. VBrick’s solutions are used for distance learning, CEO broadcasts, training, event broadcasts, and surveillance.

TV Worldwide

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PH: 703-961-9250
www.tvworldwide.com

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The Video Development Initiative

ViDe

ViDe
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Atlanta, GA 30307
www.vide.net

Tabletop # 3
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The Video Development Initiative (ViDe) promotes the deployment of digital video in research and higher education. Leveraging our collective resources and expertise, ViDe advances digital video deployment through promotion and development of interoperable, standardized, and cost-effective technologies.

VitalStream

VitalStream, Inc.
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PH: 949-743-2000
FAX: 949-727-9660
www.vitalstream.com

Booth # 101
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E-mail Stations

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Exhibit Hours

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Wednesday, May 24th | 10:00 a.m. - 4:00 p.m.

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Booth # 214

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WorldNow

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FAX: 212-931-1299
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Booth # 207/209

WorldNow is the leading provider of Internet technology, revenue and content solutions for more than 250 local media sites. WorldNow’s products include a Web site publishing platform, a streaming video solution, an automotive classifieds solution, local sales programs, and a national ad network. For additional information, visit our Web site or www.localmedianetwork.com.

XStream Software, Inc.

XStream Software, Inc.

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Booth # 124

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