



Where IP Communications Enable
Tomorrow's Smart Grid Opportunities
at ITEXPO West 2010

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AGENDA

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Monday, October 04, 2010

11:00am
Monday - 10/04/10

OPENING ADDRESS

Jon Arnold Founder Intelligent Communications Partners

Jon is the Founder of Intelligent Communications Partners, a consultancy focused on the emerging smart grid marketplace. In this role, he coproduces the Smart Grid Summit with TMC, serves as conference Chair, and drives thought leadership for the Smart Grid portal. With over 2 million monthly page views, this portal has become the leading destination for smart grid news and analysis. Jon is also principal of J Arnold & Associates, an industry analyst consultancy focused on disruptive communications technologies and emerging Telco 2.0 business models. His views are widely followed, both on his awardwinning Analyst 2.0 blog and his Service Provider Views column on TMCnet.

11:00-11:45am
Monday - 10/04/10

KEYNOTE PRESENTATION - "Unlocking the Potential of Smart Grid Technologies"

Ernie Lewis Industry Partner with Verizon's Global Energy and Utility Practice Verizon Business

More than at any other time in the utility industry, a surge of technologies is bringing about significant opportunities to positively affect how a utility does business. Whether its smart meters or smart distribution devices, or radical transformation of the customer experience, there are real opportunities. Does your company have the people, processes, and technology to leverage these technologies for business benefit? We will explore some of the foundational areas that companies must get right in order to be successful. We will discuss strategies for integrating operations, information and communications technologies to infuse your operations with the right information to improve your company. And we will share our thoughts on downstream impacts you need to understand to stay on track as you embark on this journey.

12:15-1:00pm
Monday - 10/04/10

<p>TRACK #1 - Smart Grid Infrastructure and Networks</p> <p>"M2M Applications"</p> <p>Bob Emmerson (Moderator) Freelance Writer Electric Words Robert Gustin National Program Manager Utilities Sprint Nextel Eedo Lifshitz Director, Business Development, Enterprise Line of Business Alvarion Justin Schmid VP Marketing and BD Sierra Wireless</p> <p>Machine to machine communications represents one of the most promising aspects of Smart Grid. As the number of broadbandenabled endpoints proliferates, the benefit of M2M for utilities increases. In the near term, M2M has valuable applications for</p>	<p>TRACK #2 - Smart Home, Innovation and Leadership</p> <p>USTelecom Panel - Influence of State Policy and Regulation</p> <p>Eric Batongbacal Executive Director, Regulatory Affairs AT&T Services Robert Mayer (Moderator) Vice President, Industry and State Affairs United States Telecom Association Michael Oldak Vice President & General Counsel Utilities Telecom Council</p> <p>In the near term, state authorities will have as much influence over deployment as any market or technology providers. Recent decisions and inquiries by various state public utility commissions D.C. provide a clear indication of</p>
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