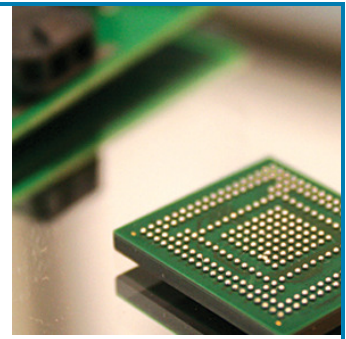


Organizer



Supporting Organizations



ASTRI Technology Forum

Interactive TV

- Date** : 17 January, 2008 (Thursday)
Time : 2:15pm – 4:45pm (Registration starts at 2:00pm)
Venue : Lecture Theatre, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Admission Fee : **Free of charge** (Pre-Registration is required)

Introduction

Interactive TV is often described by clever marketing as "lean back" interaction, as users are typically relaxing in the living room environment with a remote control in one hand. This is a very simplistic definition of interactive television that is less and less descriptive of interactive television services that are in various stages of market introduction.

It requires delivering interactivity directly from internet servers, and therefore needing the set-top box's middleware to support some sort of TV Browser or content rendering system. The set-top box can then load and execute the application.

This Forum offers a series of presentations by working experts in the markets, the services and implementation of interactive TV in their day-to-day life. Industry veterans will share their insights on interactive TV and set-top boxes, as well as experiences and lessons learned over many aspects in interactive TV designs and implementations.

Who Should Attend

Engineering and marketing executives/engineers from consumer electronics OEMs, ODMs and design house companies.

Program Rundown

2:00-2:15	Registration
2:15-2:25	Opening Remarks - Dr. Chao Shen Chang Vice President and Group Director, Enterprise and Consumer Electronics, ASTRI
2:25-3:00	How "Cross-Media Interactive TV" will reshape the TV industry? - Mr. Robert Chua(蔡和平) (Keynote Speaker) Chairman and Founder, Interactive Channel Company Limited
3:00-3:30	IPTV - Ms. Elsa Cheung Senior Vice President of bbTV, Hong Kong Broadband Networks Limited
3:30-3:45	Refreshments Break
3:45-4:15	Interactive TV - Convergence of Digital TV and Broadband connection - Dr. Jay Liou Director of Business Development, Enterprise and Consumer Electronics, ASTRI
4:15-4:45	The Challenge in Designing Set Top Box to Support Interactive TV Technologies and Applications - Mr. Sai-Fong Ngan Managing Director, Value Platforms Limited

Abstracts & Bios

Topic: How "Cross-Media Interactive TV" will reshape the TV industry?

The speaker will share his insights on how "Cross-Media Interactive TV" will reshape the TV industry. Leading off the discussion with the evolution of the TV industry, he will delve into the state-of-the-art development on Cross-Media Interactive TV, and how "Cross-Media Interactive TV" works.

Speaker:

Mr. Robert Chua (蔡和平) is the Chairman and Founder of Interactive Channel Company Limited. He has 43 years television experience spans from Australia, Singapore, and Hong Kong to China. He started his TV career in Australia at the age of 17. In 1967, he helped launched TVB Hong Kong's first terrestrial TV and created the longest running 'live' variety show 'EYT' and in 1973 "Miss Hong Kong Pageant". In 1979, his company became the first Media Company in the world to enter the Chinese TV market. In 1994 he founded a satellite channel CETV. In late 2003 he sold his entire CETV stake to his partner Time Warner to concentrate on pioneering the world's first 'cross-media' interactive channel TIC (The Interactive Channel) that is aired over Cable TV and IPTV channel. He won the AFDESI 2006 "Best International Interactive Enhanced Television Award" in Cannes. In mid 2007, TIC focused on "Health & Lifestyle" and created the 'cross-media' interactive 'Health & Lifestyle Channel' (HLC). All its 'live' shows simulcast over the Internet / 3G to enhance TV viewers and Internet users' viewing experience.



Currently Mr. Chua is serving the following committees/boards:

- Board member of NATPE (USA);



- Committee member of the Advisory Board of 'Rose d'Or Festival' (Switzerland);
- Board of Governors of the 'Banff TV Festival' (Canada);
- Honorary Committee member of the 'Monte Carlo TV Festival and Advisor to "Monaco Media Forum" (Monaco);
- Steering Committee member of 'FRAPA' (Germany);
- Consultant to 'Shanghai Oriental TV Entertainment Channel (SMG);
- Guest Professor of 'News and Media Studies', Nanjing University, China

Topic: IPTV

The speaker will cover the IPTV details.

Speaker:

Ms. Elsa Cheung is the Senior Vice President of bbTV, the IPTV division at Hong Kong Broadband Network Ltd, a wholly-owned subsidiary of City Telecom (HK) Limited. She is responsible for overall strategic planning, finance, marketing and day-to-day operation, as well as channel acquisition to ensure that the TV contents are managed in a manner that is aligned with the business strategy. Elsa has been with the company since 1995 with extensive experience and exposure in various managerial positions from customer service division, business development, liaising and regulatory division prior to her appointment to the recent position since 2003 when IPTV service firstly launched to the market. During the period of service, Elsa made significant contribution to the Group and Hong Kong Broadband Network Ltd is now offering broadband Internet access with speeds up to 1Gbps, telephony and IPTV services in Hong Kong on its own 100% self-built IP network. Elsa holds a Bachelor of Public and Social Administration from the City University of Hong Kong and is currently going through further studies for Bachelor of Law.

**Topic: Interactive TV -Convergence of Digital TV and Broadband connection**

Riding on fast growing of digital TV and broadband penetration, convergence of these 2 content delivery methods has become inevitable. Interactive TV has become the major opportunity for TV broadcasters, value added service providers, niche content providers (particularly ICP) and CE device manufacturers. His talk is going to present the worldwide market opportunity, standard, future trends and ASTRI interactive TV technologies.

Speaker:

Dr. Jay Liou is Director of Business Development of Enterprise and Consumer Electronics Products in the ECE Group Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI). Jay has more than 20 years of industry R&D, product and business development experience in the broad areas of multimedia and networking technologies. Prior to ASTRI, Jay was Senior Director for product management and development of UTStarCom: 2001 - 2004. Between 1999 and 2001, Jay was the Director responsible for product management and technical marketing at Guoxin Lucent in Shanghai, which is a joint venture between Lucent Technology and China Telecom. He also held various positions within Bell Lab AT&T and Lucent Technologies in USA. Dr. Liou obtained his PhD from North Carolina, Chapel Hill and BS of National Taiwan University.

**Topic: The Challenge in Designing Set Top Box to Support Interactive TV Technologies and Applications**

Mr. Ngan will share the experience in designing STB to support Interactive TV technologies and applications by considering among technology standards, hardware resources, product cost, compatibility and deployment issues.

Speaker:

Mr. Ngan founded Value Platforms Limited (VPL) in Jan 2006 focusing on Set-top-Box development. Picasso(TM) Digital TV Media Box is the first HK Digital TV higher-tier receiver with recording function. Mr. Ngan has founded Peer Intelligence Technology Limited at 2002 under HKSTP Incubation Program and it is now one of the major shareholders of VPL. Mr. Ngan graduated from HKUST in MPhil in Computer Science.



Organizer



Supporting organizations



ASTRI Technology Forum
Interactive TV

ASTRI Technology Forum Interactive TV

Registration Form

Please complete the registration form and return it to us by **14 January, 2008** with one of the following methods:

1. Visiting website <http://register.wise.astri.org/>
Or
2. FAX to (852) 3406-2805

Company: _____

Address: _____

Contact: _____ Title: _____

Tel: _____ Fax: _____ E-mail: _____

Name of Participants	Title	E-mail	Contact

Registration & Enquiry: Ms. Lam (852-3406-2705)