

**PTC 2005 (PTC27) Conference & Exhibit**

**Executive Advisory editor**

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**Summary**

PTC (Pacific Telecommunications Council) was held at Hilton Hawaiian Village in Honolulu Hawaii in January 13 to 19 2005. This is summary report prepared by person who participates occasionally.

PTC is International, non-government, non-profit organization that is contributing for the development and operation of telecommunications in Asia and Pacific Region and has about 600 members from government, academy and industry. Host in this year were Boeing, CRC Canada, France Telecom, ISONA, KT Corporation, Lockheed Martin, Macquarie Telecom, MCI, NOBEL, Pacific Wireless Communication, Quest Communications International Inc, Redcom, PTC Japan Committee, Restelecom, Telus, Verizon Global Solutions Inc., and Hawaii University. Main theme in this year of PTC-2005 is From Wire to Wireless.

**Joint Session with State of Hawaii and Sony Corporation announced Digital Media Technology and Visitor Industry Technology in last year at PTC.** And although the attraction by the man made robotics of Sony Corporation was performed and gathered a lot of audience at Lunch Session. It seemed to be (there was admiration) that the time of Digital home appliance is coming from communication year now. However, Sony Corporation and SK Telecom have disappeared from the sponsor for PTC in this year. It showed that PTC is returned back to a Communications System from Digital Home Appliances again.

The first day of PTC 2005 is January 16 Sunday, the Opening Remark was held followed by the Opening Reception in the conference hall.

The following is summary table of attendee in this year for the scale of PTC2005 Conference. This figure shows us more attendee compared with previous year.

**Registered Attendees: 917**

**Participating Countries: 51**

**Participating Exhibits: 58**

**Number of 3-Day Exhibit Passes: 121**

**Number of 1-Day Exhibit Passes: 133**

**Number of Workshops: 3**

**Number of Roundtables and Panels: 3**

**Total Number of Paper and Managed Sessions: 29**

**Total Number of Plenary and Super Sessions: 9**

**Total Number of Speakers : 167**

**Total Number of Industry Seminars: 1**

Some topics in a conference and the exhibition hall are introduced as followed.

### **1. Concurrent Session 1**

**Does Satellite Serve Asia Enough? ---Future Market Trend**

In this session, Dr. Kou, CEO of APSSC, acts as a Session Chair and manages the meeting going smooth.

Panelists are Loral Skynet Mr. Kirchner, Ariane Space Mr. Gall, Arirang TV Mr.Koo, Speed Cast Mr. Choi, JSAT Mr. Nagai, and SkyLife Mr.Park.

Although, the necessity of Broad Band Satellite Operation has been emphasized for a number of years in past, but in this year, DMB (Digital Multimedia Broadcasting) is putting into full-scale operation. MB-SAT is symbol as the joint enterprise of Japan and South Korea. It is discussed about the winning strategies for effective utilization of satellite for broadband service especially in Asia, ie the operation of IpStar of Thailand. The main theme became the demand of the satellite-based communications service in Asia automatically due to the capability of the member of panelists.

By the way, although it is a digression, one of panelist was missing even session open time was over. Mr. Nagai, JSAT one of panelists, did not appear in the session hall, and Dr. Kou of Chair person was perplexed and is overlooking the neighborhood. After a moment, Mr. Nagai appeared with calmly and sit down at the vacant seat in the middle of panelists. Then, the session was started. Although it was heard later on that it was a thing that an urgent work in previous night and wink of sleep was not given to him but it corresponded with its native place. However, the duty as a panelist was achieved and was also splendid.

**FIG- 1 Concurrent Session 1 Panel Discussion**



**Fig- 2 Concurrent Session 1 Place of discussion**

## 2. Super Session

### Satellite CEO—Tracking The New Business Opportunities

Mr. Devid Carossa, Satellite Industry Association acted as a Session Chair and SES Global Mr. Bausch, Loral SKYnet Mr. Brant, Via Sat Mr. Danberg, Lockheed Martin Mr. Gabrilis, Asia Sat Mr. Jackson, Shin Satellite Mr. Kasemset, Intelsat Mr. Kullman, SEA Launch, Mr. Maser are member of Panerists. CEO from Satellite Industry and Operator come together and discuss about the important factor for satellite operator in Asia pacific region that continue to be the third largest market for the global communications satellite industry.

What are the subjects to be discussed that are developing the recovery plan for inactive satellite market continued for two to three years? The Operator's positions are to carry out to purchase reliable satellite developed by satellite manufacturer. Satellite Manufacturer's position is differing from that of operator on the views point of cost burden in order to obtain reliable satellite. Communications satellite market is to be created by the new demand required by consumer, The main theme of PTC in this year is From Wire to Wireless that is going to expect the growth of the demand to satellite communication.



Fig 2, Conference of Satellite CEO

### 3. Exhibition Hall

The number of companies to exhibit is 53 with 78 units of space that number is larger than compared with previous year. It is considerable in comparing with the scale of AIAA ICSSC Exhibition held in Japan that is much smaller than the scale of AIAA ICSSC in Japan. Also the exhibit hour in the first day is 11:30am-17:30pm and 2<sup>nd</sup> day is 11:30am-15:30pm and the end of the exhibit day is at 10:00am-14:30pm respectively. Thus, it was also thought that exhibition time is limited compared with AIAA ICSSC. The numbers of visitor to be an exhibition hall are greater than that of Conference. Then, it does not make problem for exhibiter so much as a secretariat feels it mostly in this year.

It is regret to say that JSAT Corporation is only one company to participate in PTC Exhibition from Japan. JSAT Corporation is advancing to launch U.S. market smoothly by carrying out Horison-1 satellite launched in last year.



Fig 3 Exhibition Hall: scenery-1 Exhibit Booth of JSAT, Inc.

### 4. Open Space of Play Land

Although, it was interesting that open space of play land was prepared beside the exhibition hall and the National Institute of Information and Communications Technology (NICT) in Japan was exhibiting the remote automobile operation system and it is interested in the operation system to run an imitation National

Expressway controlled by the personal computer itself.

Piano concert is also demonstrated at same play land, a performance playing piano at the theater of Canada was also demonstrating as the remote performance of a piano in this open space. It is the trial referred to as that the piano currently installed in Hawaii is automatically controlled and played by the theater remotely located from Hawaii uninhabited. We can enjoy simultaneous performance in Japan by carrying out the direct admiration of the performance of the famous piano player who is staying in Europe in near future.



**Fig 4 Exhibition scenery -2, NICT Exhibition at Play Land**

##### **5. Personal Computer Open Space**

Although, it is acquaintance to see many PC are available for participant in such Conference, KT Telecom was giving the dozens of personal computers to their usage offering simultaneously with coffee service in front of the exhibition hall.

I can say that in near future, each participant can use personal computer to be installed on the table in the conference hall so that all proceeding papers can be seen on the screen of each personal computer in parallel with hearing the presenter. It will be convenient for conference participant to attend the conference with free hand.



**Fig - 5 Exhibition scenery -3, PC (Personal-Computer) open spaces**

## **6. Conferences and Exhibition schedule is as follows**

<b>SUNDAY 16 January 2005</b>	
<b>0800 - 1830</b>	<b>Conference Registration</b>
<b>0800 - 1800</b>	<b>Exhibitor Registration / Move-In</b>
<b>0830 - 1545</b>	<b>GVF Asia-Pac Satcoms Forum</b>
<b>0900 - 1130</b>	<b>Morning Workshops/ Round Tables</b> <ul style="list-style-type: none"><li>• <b>WKS1</b> <a href="#"><u>Broadband and Wireless in Asia: Trends and Opportunities</u></a></li><li>• <b>WKS2</b> <a href="#"><u>Practical Steps in Building a Change Management Competency</u></a></li><li>• <b>Round Table 1</b> <a href="#"><u>Standardizing Last Mile Broadband Deployment Technologies Using Existing Utilities</u></a></li><li>• <b>Round Table 2</b> <a href="#"><u>Telecommunications Course Management</u></a></li></ul>

	<u>International Case Studies and Evaluation of Alternative Systems</u>
1130 - 1315	Members' Meeting
1200	Lunch on own
1315 - 1545	<p><b>Afternoon Workshops / Round Tables</b></p> <ul style="list-style-type: none"> <li>• <b>WKS 3</b> <a href="#">VoIP Regulatory Issues</a></li> <li>• <b>Round Table 4</b> <a href="#">Partnership Meeting: Pacific Island Distance Learning Opportunities</a></li> </ul>
1530-1600	Afternoon Break
1600 - 1800	<p><a href="#">Opening Ceremony</a> &amp;</p> <p><a href="#">Opening Plenary Session</a> </p>
1830 - 2000	<p><b>Opening Reception</b></p> <p>Sponsored by Verizon and Telus</p>

<b>MONDAY 17 January 2005</b>	
0700 - 1700	<b>Conference Registration</b>
0715- 0800	<b>Speakers' Breakfast</b>
0800 - 1030	<b>Exhibitor Registration / Move-In</b>

0830 - 1000	<h2>Concurrent Sessions I</h2> <ul style="list-style-type: none"> <li>• <a href="#">M.1.1 Does Satellite Serve Asia Enough? — Future Market Trend (Organized by APSCC)</a></li> <li>• <a href="#">M.1.2 VoIP Regulatory Issues</a></li> <li>• <a href="#">M.1.3 Broadband Distance Education in 2007: Views from the Demand Side</a></li> <li>• <a href="#">M.1.4 Next Generation Wireless Local Loop</a></li> <li>• <a href="#">M.1.5 WiMAX Panel (Super Session)</a> </li> </ul>
1000 - 1030	<p><b>Morning Break</b> Sponsored by Rostelecom</p>
1030 - 1200	<p><a href="#">Plenary Session</a> </p>
1130 - 1730	<p><b>Exhibits and Broadband Playground Open</b></p>
1200 - 1330	<p><b>Lunch in Exhibit Hall</b></p>
1330 - 1500	<h2>Concurrent Sessions II</h2> <ul style="list-style-type: none"> <li>• <a href="#">M.2.1 Satellite CEO (Super Session) (Organized by SIA &amp; Access Intelligence)</a> </li> <li>• <a href="#">M.2.2 VoIP Applications: How Carriers are Making Money</a></li> <li>• <a href="#">M.2.3 Managed Enterprise IP</a></li> <li>• <a href="#">M.2.4 Bio-Preparedness, E-learning, Telecommunications and the Asia-Pacific Region</a></li> <li>• <a href="#">M.2.5 Asia Pacific Telecoms Legal/Regulatory Review – What's Hot, What's Not</a></li> </ul>
1500 - 1530	<p><b>Afternoon Break</b></p>
1530 - 1700	<h2>Concurrent Sessions III</h2> <ul style="list-style-type: none"> <li>• <a href="#">M.3.1 Doing Well by Doing Good: The Next Wave In Satellite</a></li> </ul>

	<p><u>Content Distribution (Organized by WTA)</u></p> <ul style="list-style-type: none"> <li>• <a href="#">M.3.2 Transition to VoIP</a></li> <li>• <a href="#">M.3.3 Strategies for Implementing Universal Access: Toward a Global Information Society (Super-Session)</a></li> <li>• <a href="#">M.3.4 Advanced Research and Education Networks - Global Collaborations</a></li> <li>• <a href="#">M.3.5 Focus on China</a></li> </ul>
1630 - 1730	<b>Exhibit Cocktail Reception</b>

<b>TUESDAY 18 January 2005</b>	
0715 - 0800	<b>Speakers' Breakfast</b>
0730 - 1630	<b>Conference Registration</b>
0830 - 1000	<p><b>Concurrent Sessions IV</b></p> <ul style="list-style-type: none"> <li>• <a href="#">T.1.1 China Studies II</a></li> <li>• <a href="#">T.1.2 The Fight for Spectrum</a></li> <li>• <a href="#">T.1.3 Development Issues</a></li> <li>• <a href="#">T.1.4 Tracking Broadband Adoption</a></li> <li>• <a href="#">T.1.5 Mobile Broadband - Changing the Way We Do Business Today and in the Future</a></li> <li>• <a href="#">T.1.6 Broadband Satellite Applications</a></li> </ul>
1000 - 1030	<p><b>Morning Break</b> Sponsored by Nobel</p>
1030 - 1200	<p><a href="#"><b>Plenary Session</b></a> <a href="#"><b>Theme: Next Generation Services: Industry Perspectives</b></a> </p>

1130 - 1530	<b>Exhibits and Broadband Playground Open</b>
1200 - 1330	<b>Lunch in Exhibit Hall</b>
1200 - 1330	<b>Researchers' and Educators' Lunch</b>
1200 - 1330	<b>Lawyers' Lunch</b>
1330 - 1500	<b>Advisory Council Meeting</b>
1500 - 1630	<b>PTC Research Committee Meeting</b> <b>PTC Special Interest Group on Disaster Recovery</b> <b>PTC'06 Planning Committee Meeting</b>

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<b>WEDNESDAY 19 January 2005</b>	
0715 - 0800	<b>Speakers' Breakfast</b>
0730 - 1630	<b>Conference Registration</b>
0830 - 1000	<b>Concurrent Sessions V</b> <ul style="list-style-type: none"> <li>• <a href="#">W.1.1 e-Health and Distance Learning Content, Access and Methodologies in the Pacific Islands</a></li> <li>• <a href="#">W.1.2 Service Level Management</a></li> <li>• <a href="#">W.1.3 Carrier Business Strategies (Super Session)</a> </li> <li>• <a href="#">W.1.4 Regulatory Issues</a></li> <li>• <a href="#">W.1.5 Meeting the Challenge of Off-Net Provisioning in a Global Environment</a></li> </ul>
1000 - 1030	<b>Morning Break</b>
1000 - 1430	<b>Exhibits and Broadband Playground Open</b>

1030 - 1200	<h2>Concurrent Sessions VI</h2> <ul style="list-style-type: none"> <li>• <a href="#">W.2.1 Focus on India</a></li> <li>• <a href="#">W.2.2 Revenue Assurance - Plugging Leaks to Strengthen the Bottom Line</a></li> <li>• <a href="#">W.2.3 Telecommunication Policy and Development in the Pacific Islands Region</a></li> <li>• <a href="#">W.2.4 Submarine Telecom on Trial (Super Session)</a> </li> <li>• <a href="#">W.2.5 Service Provider Strategies for VoIP</a></li> </ul>
1200 - 1330	<p><b>Lunch in Exhibit Hall</b></p>
1330 - 1500	<h2>Concurrent Sessions VII</h2> <ul style="list-style-type: none"> <li>• <a href="#">W.3.1 Smart Cities: Using Broadband to Become an "Intelligent Community" (Presented by ICF)</a></li> <li>• <a href="#">W.3.3 Fiber Optics — Submarine Cables</a></li> <li>• <a href="#">W.3.4 Impact of IP on Mobile</a></li> <li>• <a href="#">W.3.5 Delivering New Services to the Home</a></li> <li>• <a href="#">W.3.6 Pacific Islands Carriers &amp; Operators CEO Round Table Discussions: Modern Challenges</a></li> </ul>
1430 - 1700	<p><b>Exhibitor Move-out</b></p>
1500 - 1530	<p><b>Afternoon Break</b></p> <p>Sponsored by BOEING</p>
1530 - 1730	<p><a href="#">Closing Plenary Session &amp; Closing Ceremony</a></p> <p><a href="#">Theme: Disaster Warnings - How Do We Get it Right Next Time?</a> </p>