

PTC 2004 (PTC26) Conference & Exhibit

Executive Advisory Editor

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Summary

PTC (Pacific Telecommunications Counsel) was held at Hilton Hawaiian Village in Honolulu Hawaii in January 10-14 2004, this is summary report prepared by person who had partially attended in 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 have about 600 members from government, academy and industry. Host in this year were France Telecom, Macquarie Corporate, Quest Communications International Inc, Sony Corporation, The Satellite Industry Association, SK Telecom, Telstar International Inc., Telus, Verizon Global Solutions, Inc. Main theme in this year of PTC2004 is “Global Broadband/Global Challenge”

On 10 January 2004 (Sunday), Opening Remark was held followed by Opening Reception that was held at conference facility and very much crowded by conference attendees.

At Lunch session on 13 January, which was held as co-sponsorship by Sony Corporation and State Government of Hawaii and demonstrate the attraction by man-made Robotics It seems to me that technology shift from telecommunications to digital equipments for personal usages in this Conference and Exhibition.

Following is summary table of attendees in this year. This figure shows us less attendees compared with previous year.

PTC2004 Conference Numbers is as follows

Registered Attendees: 881

Participating Countries: 55

Participating Exhibits: 42

Number of 3-Day Exhibit Passes: 92

Number of 1-Day Exhibit Passes: 108

Number of Workshops: 6

Number of Roundtables and Panels: 5

Total Number of Concurrent Sessions: 29

Total Number of Plenary and Super Sessions: 8

Total Number of Speakers and Chairs: 201

Total Number of Industry Seminars: 1

1. Joint Lunch Session by Sonny Corporation and State of Hawaii

It is impressed that technical sessions like “Digital Media Technology”, “Visitor Industry Technology” leaded by Sonny corporation are popular in the conference floor. Especially, the attraction by the man-made robotics by Sonny Corporation gathered a lot of audience in lunch session which is shown in Figure-1 Now it is time to go Digital Media from Telecommunications for PTC.



Fig 1 Luncheon Session by Sony Corporation

2. Satellite Industry Session

Recovery plan of less job at satellite industry was discussed in session of “Satellite DOCSIS by VIA Sat Inc” on 12 January and in session of an Analysis of the Satellite Industry’s New Reality on 13 January, but still there is big gap of thinking between satellite operator and satellite industries. Key point is who have to take risk of development cost for high reliability. It takes more time to recover for Commercial communications satellite market. And audience for this session is also less than that of digital media at this conference.



Fig 2 Conference place of “An Analysis of the Satellite Industry’s New Reality”

3. Corporation of Launch Satellite Industry

It is epoch making event that three giants of satellite launch industries, Ariane, Boeing, MHI get together at PTC for sign up the agreement for the corporation to shear the launch opportunity by three parties at the time of launch failure happened. This ceremony is open for public at place of PTC.

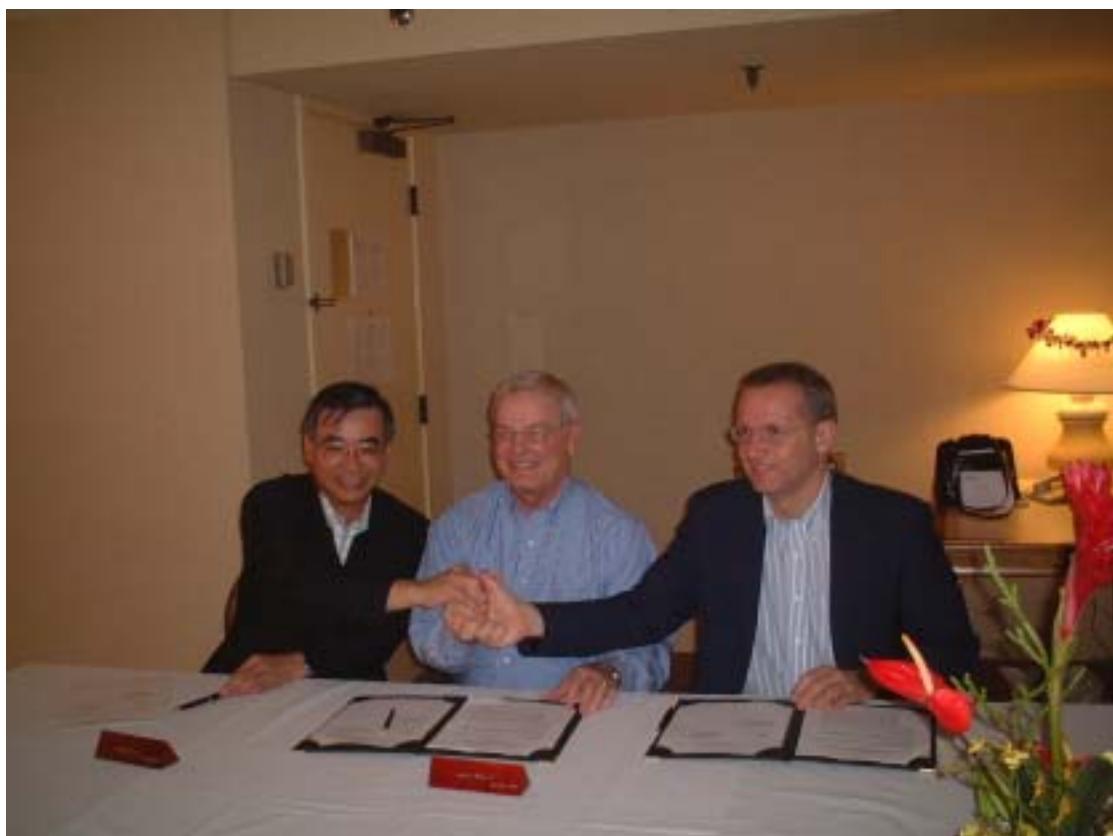


Fig 3 . Signing Ceremony by Big three Companies at PTC

Right : Jean-Yves Le Gall,CEO Arianespace, Center : Will C Trafton,President Boeing Launch Services, Left : Junichi Maezawa,Managing Director and General Manager MHI Aerospace Headquaters

Conference and Exhibition schedule is shown as follows

PTC'04 Schedule at a Glance

Subject to change

Sunday 11 January 2004	Monday 12 January 2004	Tuesday 13 January 2004	Wednesday 14 January 2004	Thursday 15 January 2004
0800-1545 <u>Asia-Pac Satellite</u> <u>Communications</u> <u>Summit</u>	0715-0800 <u>Speakers'</u> <u>Breakfast</u>	0715-0800 <u>Speakers'</u> <u>Breakfast</u>	0715-0800 <u>Speakers'</u> <u>Breakfast</u>	Committee Meetings
0900-1200 <u>Workshops / Round</u> <u>Tables / Panels</u>	0815-1000 <u>Morning Plenary</u> <u>Session</u>	0830-1000 <u>Morning Plenary</u> <u>Session</u>	0830-1000 <u>Concurrent Track</u> <u>Sessions V</u>	
1030-1600 <u>Exhibits Open</u>	1000-1030 Morning Break	0830-1130 <u>Exhibits Open</u>	1000-1030 Morning Break	
1200-1300 Lunch in Exhibit Area	1030-1200 <u>Concurrent Track</u> <u>Sessions I</u>	1000-1030 Morning Break	1030-1200 <u>Morning Plenary</u> <u>Session</u>	
1300-1530 <u>Workshops / Round</u> <u>Tables / Panels</u>	1130-1700 <u>Exhibits Open</u>	1030-1200 <u>Concurrent Track</u> <u>Sessions III</u>	1200-1400 Lunch (on own)	
1530-1600 Afternoon Break	1200-1330 Lunch in Exhibit Area	1200-1330 <u>Lunch with Speaker</u>	1200-1400 Lunch - <u>Satellite</u>	
1600-1800 <u>Opening Ceremony</u> <u>& Opening Plenary</u> <u>Session</u>	1200-1330 Lawyers' Lunch	1330-1500 <u>Concurrent Track</u> <u>Sessions IV</u>	1330-1500 <u>Panel - Military</u> <u>Communications</u> <u>Requirements in</u> <u>the Pacific - the</u> <u>Private Sector's</u> <u>Role</u>	
1800-1930 <u>Opening Reception</u>	Researcher's Lunch	1500-1530 Afternoon Break	1400-1530 <u>Concurrent Track</u> <u>Sessions VI</u>	
	1200-1330 Educators' Lunch	1530-1700 <u>Super Sessions</u>		

<p><u>Opening Reception</u></p>	<p>1200-1330</p> <p>Lunch -</p> <p><u>Commercial</u></p> <p><u>Satellite Launch</u></p> <p><u>Services Industry</u></p> <p><u>Panel</u></p> <p>1330-1500</p> <p><u>Concurrent Track</u></p> <p><u>Sessions II</u></p> <p>1500-1530</p> <p>Afternoon Break</p> <p>1500-1600</p> <p><u>Exhibit Reception</u></p> <p>1530-1700</p> <p><u>Afternoon</u></p> <p><u>Plenary Session</u></p>	<p><u>Sessions VI</u></p> <p>1530-1600</p> <p>Afternoon Break</p> <p>1600-1730</p> <p><u>Closing Plenary</u></p> <p><u>Session and</u></p> <p><u>Closing Ceremony</u></p>
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7 . Exhibition Hall

41 companies with 51 booths have demonstrated and displayed their technology and equipments in Exhibition Hall, which size of exhibition is smaller than that of AIAA ICSSC in Japan. It seems to me that It is not attractive for exhibiter of exhibit hour at 1st day, at 10:30am~16:00pm, 2nd day, at 11:30am~16:00pm, and 3rd day, at 8:30am~11:30am and no open at last day because of less opportunity for visitors. JSAT is only one company from Japan to have exhibit space in PTC this year. JSAT expands business area from Asia to USA by launching Horizon-1 satellite. No exhibit from NTT Communications who had display in here last year. It is clear to show us that Technology shift to digital media from Communications in PTC.



Fig 3 **Exhibition Booth of JSAT Corporation**



Fig 4 **Exhibition Booth of Ariane Space**



Fig- 5 Exhibition