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北美台灣工程師協會
North America Taiwanese Engineers' Association
www.natea.org

Event: **Mobile TV / Video** Workshop
Host: NATEA-SV WirelessSIG / IEEE-SVC ComSoc
Time: 6/11/2008 Wednesday, 6:00PM to 8:45PM
Place: National Semiconductor, Building E, **2900 Semiconductor Dr.**, Santa Clara
[Map Link](#) [Building Map](#)

Fee: Free, **Donation to cover pizza**

RSVP: luchang@ieee.org

(Please come earlier to help us have more time in the discussion section.)

06:00 – Registration, networking
06:30 – Presentations from each speaker
07:45 – Panel Discussion
08:45 – End of the Program

Speakers:

Mr. Christopher Dow, Director of Software and Architecture, Macrovision Corp.
Mr. Colin Dixon, Practice Manager Broadband Media

Mr. Christopher Dow

- [Presentation title:](#)

Technical Challenges and Opportunities in Mobile Video

- [Abstract/outline:](#)

Mobile video presents challenges such as bandwidth, screen real estate available for guides, available local storage on devices; but it also presents many opportunities based on contextual information available to service providers.

- [Speaker Bio:](#)

Mr. Christopher Dow, Director of Software and Architecture, Marovision Corp.

Mr. Dow is responsible for software architecture for Consumer Electronics in Macrovision's Product Development organization. Prior to his current role, Mr. Dow was responsible for software development, support and architecture for

Macrovision's connected products engineering organization. Mr. Dow has nearly 20 years of experience in the fields of computer graphics, multimedia and bioinformatics. Prior to Macrovision, Mr. Dow was director of software development at Mediabolic, which was acquired by Macrovision in January 2007. Prior to Mediabolic, Mr. Dow held management, engineering, and architecture roles at companies including Palm, SONICblue, Red Jade, Inc., 3dfx Interactive, da Vinci Time & Space, Kubota Graphics Corporation, Intelligenetics, Inc., and DNASTar, Inc. Mr. Dow has authored several patents on commercial skipping technology.

Mr. Colin Dixon

- [Presentation title:](#)

Mobility of Video: Market Landscape and Dynamics

- [Abstract/outline:](#)

There are many approaches to the mobility of video. From broadcast television to movie downloads to place shifting solutions, consumers have never had so many choices in how, where and when they can watch video. This session will look at all the different approaches currently available in the market, examine consumer motivations in consumption and focus on one of the fastest growing segments: Place Shifting. The session will conclude with an examination of some of the market dynamics that will impact consumer adoption of mobile video services such as place shifting and forecast the market out through 2012.

- [Speaker Bio:](#)

Mr. Colin Dixon, Practice Manager Broadband Media

Mr. Colin Dixon is a well-known and respected industry analyst who manages TDG's efforts in broadband media. He has led numerous teams from Microsoft, Oracle, and Liberate. Currently, Colin is working with major companies in developing their market strategies in the emerging "Over the Top" markets and open broadband delivery.

Colin graduated from the University of Reading in England with a Bachelor of Science degree in Electrical Engineering. He holds a Masters in Engineering from

the University of Florida and has post-graduate business education experience from Stanford.

Colin was voted one of the Top 50 most influential people in IPTV by IPTV Evangelist. "Colin is among a few who truly understand how the surging video industry is likely to play out across the three screens and the implications as consumers connect up their TV's, mobile and PC's to watch quality IP delivered video." - Tom Burton, FieceIPTV.



NATEA Introduction

North America Taiwanese Engineers' Association (NATEA) was founded by a group of engineers and scientists originated from Taiwan on March 2, 1991 in Silicon Valley, California. Its mission is to promote technological knowledge and applications, and to provide professional development for Taiwanese Americans and local mainstream community at large. In addition, NATEA serves as the bridge between Taiwan and North America for job opportunities, talent searches, venture capitals and business entrepreneurs.

NATEA is a non-profit professional organization. It serves its members and their communities in different social gatherings; organizes a variety of technological conferences, workshops, seminars independently or in association with local professional organizations through 10 different internal Special Interest Group (SIGs). All the events are open to the general public. NATEA working with its twelve (12) regional chapters also offers scholarships to needy high school students in Silicon Valley and other cities. NATEA has more than 1500 general members and can reach more than 2500 professionals through e-mail. Most of the members serve in leading-edge technical and managerial positions in various businesses sectors in Silicon Valley and other cities across North America. Noticeably, many NATEA members are founders of some of the most successful companies in the high-tech and general technological industries. <http://www.natea.org/>



IEEE Santa Clara Valley Communications Society ([SCV ComSoc](#)) focuses on all aspects

of the advancement of the science, engineering, technology and applications for transferring information between locations by the use of signals. This includes: sources and destinations involving all types of terminals, computers and information processors; all pertinent systems and operations to bring about this transfer; guided and unguided transmission media; switched and non-switched networks, and network layouts, protocols, architectures and implementations.

<http://ewh.ieee.org/r6/scv/comsoc/index.php>