

presented by: iHollywoodForum

Digital Living Room

bringing entertainment content into the home

March 18-19, 2008 - Crowne Plaza, San Francisco Airport

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Digital Living Room addresses technologies and services that are transforming the living room into a digital hub.

Thought-leaders from technology, consumer electronics, finance and Hollywood and market-research analysts engage in lively dialogue to create a technological, business and investment roadmap for the digital home.

• Learn

about cutting-edge business opportunities from key decision makers in entertainment, computing, software, hardware, consumer electronics, analysis and journalism.

• Discover

business strategies from in-depth sessions on HDTV, digital video recorders, television, cable, telecom, broadcast, media centers, recordable DVDs, games, music, platforms, broadband Internet, ethernet and Wi-Fi, video-on-demand, multiplayer and next-generation gaming, media center PCs, mobile and wireless, converged devices, streaming and downloaded music and video, digital rights management and much more.

• **Venture Forum** Join the concurrent Venture Forum, where venture capitalists managing billion-dollar funds and strategic investors consider the best-of-breed new businesses and technologies for the Digital Living Room. There is no charge to submit your company for consideration on presenting to the Venture Forum sessions.

[Submit your company here.](#)

We Approach These Questions and Many More:

- What are the best business models and most promising technologies that will enable distribution of content into the home?
- How do you market new services, technologies, applications and devices to maximize revenue and retain long-term customers?
- How do you develop content-management strategies between Hollywood, record labels, networks, operators, broadcasters, solution providers, device makers and content owners?
- What are the challenges and opportunities for generating revenue from delivery of services and technologies into the connected home?

Also added:

Mark Kirstein, MultiMedia Intelligence, addresses how digital Watermarking and fingerprinting are important content identification technologies that are enabling applications that are positioned to pass US\$500 million worldwide by 2012. The key digital watermarking application is transactional watermarking in digital set-top boxes, especially IPTV and Cable boxes. [View more here](#)

Speakers



Keynote
Jim Wuthrich
SVP Electronic Sell
Through &
Interactive
Marketing
Warner Bros.
Digital Distribution



Keynote
**William O.
Leszinske, Jr.**
General Manager,
Consumer
Electronics Group
Intel Corporation



Keynote
Amena Ali
Chief Marketing
Officer
Arxan
Technologies, Inc.



Keynote
Kumu Puri
Accenture Global
Lead, Consumer
Technology
Industry Program

Christopher Allen
COO
Napster

Shawn Ambwani
VP, Marketing and Business
Development
Intertrust Technologies

Scott Bahneman
CEO
MusicGiants

Jano Banks
President and CEO
Radient Technologies, Inc.

Shari Barnett
Director of Media Services,
Microsoft TV
Microsoft Corporation

Bob Bilbruck
Managing Director
Mobletrain

Brian Burch
Director, HP Managed Home
Business
Hewlett-Packard Company

Chris Brown
President and CEO
Metabeam

Collin Bruce
Director of Marketing
Hitachi America Ltd
Embedded Business Group

Richard Bullwinkle
Chief Evangelist
Macrovision

Michael Chang
CEO and Co-Founder
Greystripe

Brad Davis
SVP, Disney Online Media
Sales and Marketing
Walt Disney Internet Group

Collin Dixon
Practice Manager,
Broadband Media
The Diffusion Group

John Edwards
CEO
Move Networks

Greg Fawson
President and Principal Analyst
X Media Research

Ron Ferguson
SVP and General Manager of
North America
ARCHOS

Jaime Fink
VP of Technology & Strategy
2 Wire, Inc.

Faisal Galaria
GM & VP Corporate
Development
Jaman

Mike Goslin
VP, Disney Online Studios
Walt Disney Internet Group

Jason Henderson
Games Product Manager
Verizon

Andrew Hoerberichts
VP, Group Account Director
Carat

Jim Hollingsworth
Senior VP Sales and Marketing
Gracenote

Bill Holmes
VP, Business Development
DivX, Inc.

Ben Huang
Director of Product
Management and Marketing
Microsoft TV

Brad Hunt
Digital Media Consultant

Maha Ibrahim
General Partner
Canaan Partners

Andres Jordan
Vice President, Innovation
Americas Regional Office
Deutsche Telekom
T-Systems North America, Inc.

Alex Kanakaris
CEO
Wi-Fi TV Inc.

Michael Kanellos
Editor at Large
CNET Networks News.com

Brad Kayton
COO
4HomeMedia

Steven King
VP, Sales and
Marketing/Deputy General
Manager
Hitachi America, Ltd.
Embedded Business Group

Mark Kirstein
CEO & Co-Founder
MultiMedia Intelligence

Craig Knudsen
Director, Product Marketing &
Business Development
Tandberg Television

Todd Krieger
Senior Vice President
Denuo, a division of Publicis
Groupe

Gerard K. Kunkel
SVP, User Experience
Comcast

Tara Maitra
Vice President, GM of
Programming
TIVO, Inc.

Harry McCracken
VP, Editor in Chief
PC World

Simon McGrath
CMO
SeaChange International

Carlos Montalvo
Vice President of Marketing
and Services, HP Managed
Home division
Hewlett-Packard Company

Conieth O'Connell, Ph.D.
CTO
Vignette Corporation

Dr. Stephen Palm
Technical Director at
Broadcom
and MoCA Representative

Jonathan Shambroom
General Manager
Crackle, Inc.

Steve Shannon
EVP and GM of Product
Development
Gemstar-TV Guide

Dan Simpkins
CEO
Hillcrest Labs

Jim Smith, Ph.D.
Partner
Mohr, Davidow Ventures

Larry Smith
COO North America, VP
Worldwide Biz Dev
ARCHOS

Jessica Steel
VP, Business Development
Pandora

Martin J. Stein
Sr. Director, Marketing, Home
& Networks Mobility
Motorola Inc.

Kara Swisher
Co-Executive Editor
Wall Street Journal's
AllThingsD.com

Howard Tiersky
Vice President, Media &
Entertainment
Capgemini

Yoav Tzruya
EVP & CMO
Exent Technologies

Lance Ware
CTO
Technicolor Electronic
Distribution Services

Robin Wilson
VP, Business Development
Nagravision

Henry Wong
CEO
Zipdee
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