

FIRST ANNUAL

Canadian

# Digital Home Summit

## Developing Partnerships and Entry Strategies to Increase your Market Share

Featuring Key Insights from these Industry Leaders:

**MOTOROLA, INC.**



Daniel Moloney,  
President,  
Connected  
Home Solutions

**IBM CANADA LTD.**



Ron Eisses,  
Business  
Development  
Executive,  
Digital Media &  
Entertainment

**INTERNET HOME ALLIANCE**



Tim Woods,  
Vice President,  
Eco-Systems  
Development

### Hear from Industry Insiders:

Peter Percosan, *Worldwide Director of Broadband Strategy*, TEXAS INSTRUMENTS INC.

Robert Gumiela, *Senior Director of Marketing, Television*, TOSHIBA OF CANADA LTD.

Carol Priefert, *Product Development Manager*, WHIRLPOOL CORPORATION

Patrick Fitzgerald, *VP, Global Marketing*, SIEMENS HOME & OFFICE COMMUNICATION DEVICES, LLC

Bernd Grohmann, *Vice-President, Alliances*, ZENSYS

Neil Johnson, *Market Manager, Service Development, Internet Solutions*, SASKTEL

Joe Born, *Founder and CEO*, NEUROS AUDIO

Wes Skitch, *Executive Vice President, Operations Growth*, BEST BUY CANADA

Cust Vasterling, *Divisional Merchandise Manager, Canada*, RADIOSHACK

Dr. Kenneth Wacks, *Home & Building Systems Consultant*

Larry Freedman, FLEISHMAN AND WALSH L.L.P.

Gary Sasaki, *President*, DIGIDIA

Rick Nadeau, *Vice-President*, DECIMA RESEARCH

### The Opportunity:

- ➔ The residential market for home electronics is estimated at US\$16 billion and \$1.5 billion Canadian
- ➔ Broadband connections in Canadian households are significantly higher than in the U.S.
- ➔ Canada ranks 1st in the Americas and 5th in the world for broadband penetration!

### How you can Capitalize:

- ➔ Gain key insights into the trends shaping technology today and in the future
- ➔ Learn valuable strategies to capitalize on Canada's rapidly expanding market
- ➔ Take advantage of networking opportunities to establish strategic alliances and partnerships

### Supported By:



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F I R S T A N N U A L

# Canadian Digital Home Summit

**Developing Partnerships and Entry Strategies  
to Increase your Market Share**

## **The Inaugural Summit reveals how Industry Participants can take advantage of this Exploding Canadian Market.**

**The skyrocketing Digital Home industry** is taking Canada by storm. It has been estimated that about two percent of homes in North America are digital. The growth rate is estimated at about 35 percent annually.

This is the only time we will see such unprecedented expansion. Attend this conference and get the strategies you need now to expand your business and capitalize on this untapped market!

### **By Attending This Conference You Will:**

- ✓ Discover new business models
- ✓ Position yourself to compete in the Canadian marketplace
- ✓ Establish strategic alliances and partnerships
- ✓ Generate additional revenue
- ✓ Understand consumer attitudes

### **Companies serious about competing in the digital home market cannot afford to wait!**

You need to begin developing your digital home strategy now, identifying your strengths and weaknesses in meeting consumers' needs, and determining how their operations must change to accommodate the new offerings. In doing so, you will be better prepared to capitalize on what promises to be an important and exciting growth opportunity for years to come.

### **Establish Strategic Alliances and move your business forward!**

Begin developing your digital home strategy now. Identify your companies' strengths and weaknesses in meeting consumers' needs, and determine how your operations must change to accommodate new offerings.

With the expansion of broadband and home networking products into homes, consumers are demanding content and services to be delivered over multiple devices. People are looking for content and services at the most convenient level which drives suppliers and manufacturers to find new delivery methods.

### **NETWORKING EXTRAVAGANZA! ALL THE PLAYERS WILL BE HERE**

Key decision makers will be in Toronto February 21st and 22nd, 2006. Be at the center of the action. Worth the price of admission itself, rub shoulders with technology innovators, meet with senior decision makers to discuss strategic partnerships. Exchange stories with builders and retailers to learn how consumer attitudes are affecting your business. Can you really afford not to be on the inside?

### **SEND YOUR ENTIRE TEAM**

Ensure all aspects of your organization understand the power of this new technology by sending your team to this conference.

### **REGISTER TODAY – SPACE IS LIMITED AND SURE TO SELL OUT**

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly expanding field. Register for our limited spaces by calling **1-866-298-9343** or emailing [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

### **ENSURE YOUR LEADERSHIP WITH A CUSTOMIZED SPONSORSHIP/SPEAKING PACKAGE**

By sponsoring this event, you can display your company as an industry LEADER. Ensure your presence is known! Select sponsorship packages are still available – To learn more, contact **George Pollard** at **1-866-298-9343** extension **272**.

To register call **1-866-298-9343/416-944-8833** • E-Mail: [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com)

# DAY ONE: Tuesday, February 21<sup>st</sup>, 2006

7:45 AM **REGISTRATION & SPONSOR EXHIBITS OPEN – CONTINENTAL BREAKFAST**

8:45 AM **OPENING ADDRESS FROM THE CHAIR**

**Ronald Zimmer**, *President & CEO*, CONTINENTAL AUTOMATED BUILDINGS ASSOCIATION (CABA)

9:00 AM **THE EMERGENCE OF THE HOME SYSTEMS INDUSTRY: DISCOVER UNTAPPED MARKET POTENTIAL**

The home systems industry has created new opportunities for enhancing home appliances and systems. Remembering that a home system is not just a collection of appliances, components, and wires is the key to establishing a home ecosystem that works.

- Understanding the transition from separate appliances to a home network
- Examining the different varieties of home control
- Discussing standards for home networks

*Gain a greater understanding of the digital home industry and how you can capitalize on market growth.*

**Dr. Kenneth Wacks**,  
*Home & Building Systems Consultant*



9:45 AM **MARKET EVALUATION: UNDERSTANDING CANADIAN CONSUMER ATTITUDES TOWARD TECHNOLOGY TO GENERATE NEW BUSINESS**

As consumers increasingly demand more freedom with their media consumption, the digital home is becoming a reality. Understanding how technology shapes the lives of Canadians and how they see the digital home fitting into that life. Learning how your customers define the Digital Home.

- Achieving higher sales through a better understanding of consumer demands
- Benchmarking your organization against existing companies
- Delivering home networks that work for consumers

*Understanding consumer desires and increasing your market share.*

**Rick Nadeau**,  
*Vice-President*,  
DECIMA RESEARCH GROUP



10:30 AM **SPONSOR EXHIBIT AREA – NETWORKING BREAK**

Take a moment to visit our supporters and learn how their organizations are contributing to the Digital Home Industry.

## **Retailers Panel**

11:00 AM **HEAR FROM THE PEOPLE ON THE FRONTLINE TO GAIN INSIGHT INTO CONSUMER DEMANDS AND IMPROVE YOUR MARKET SHARE**

Retailers deal with consumers daily. They understand the issues related to getting the systems working together, as well as knowing what consumers are looking for.

- Understanding consumer retention patterns
- Establishing customer demands
- Improving your products appeal

*Develop an understanding of how consumers interpret the digital home concept and adjust your strategy to meet their needs.*

**Wes Skitch**, *Executive Vice President, Operations Growth*, BEST BUY CANADA  
**Cust Vasterling**, *Divisional Merchandise Manager, Canada*, RADIOSHACK  
**Peter Kelly**, *Manager*, BAY BLOOR RADIO

12:00 PM **SPONSOR EXHIBITION – NETWORKING LUNCHEON**

1:30 PM **ESTABLISHING INDUSTRY STANDARDS THAT WILL IMPROVE INTEROPERABILITY AND CREATE A FULLY FUNCTIONING ECO-SYSTEM**

- Enabling the rapid implementation of technology while still complying with standards
- Meeting the requirements of interconnectivity and interoperability
- Assuring the credibility of new products

*Take away a greater understanding of how interoperability makes total home control simple and reliable.*

**Bernd Grohmann**, *Vice-President, Alliances*, ZENSYS

*More to come...*



2:15 PM **OPEN SOURCING: CREATING INNOVATIVE AND COLLABORATIVE BUSINESS MODELS THAT WILL INCREASE PROFITS**

The open source model is quickly accelerating from software to hardware and will bring with it a similar swell of collaborative innovation.

- Making money from open hardware
- Overcoming design and manufacturing challenges
- Improving productivity
- Accelerating your path to success

*Come away with knowledge of new business models to respond effectively to new market opportunities.*

**Joe Born**,  
*Founder and CEO*,  
NEUROS AUDIO



3:00 PM **SPONSOR EXHIBIT AREA – NETWORKING BREAK**

Interact with conference speakers and fellow attendees.

## **Integrators and Home Builders Panel**

3:30 PM **FOSTERING ALLIANCES TO EXPAND YOUR GATEWAY INTO THE HOME**

Builders deal with your customer, they understand what homebuyers are looking for. They also influence what consumers' purchase. Many builders and homeowners want advanced wiring for their homes, but are unsure what to do next. In this session you will learn:

- Discovering the challenges in building an automated home
- Determining the gaps between consumer demands and product offerings

*Here is your chance to make strategic alliances to get your product into newly constructed homes.*

**Blair Robin**, *President*,  
AUTOMATED HOME  
TECHNOLOGIES



**Don Abraham**,  
*President*,  
SMARTHOME FX



4:15 PM **INTEGRATING AUDIO-VIDEO DEVICES WITH THE HOME NETWORK: MAXIMIZING DEVICE FUNCTIONALITY**

Consumers are attracted to innovative technologies, but product retention rates are low. How will consumer electronics manufacturers meet the current demand and ensure the position of consumer electronics in the digital home.

- Striving for the integration of home devices
- Examining platform requirements for connected devices
- Key challenges and opportunities for device manufacturers

*Take away a greater understanding of the role played by audio-video devices in the home ecosystem.*

**Robert Gumiel**,  
*Senior Director of Marketing, Television*,  
TOSHIBA OF CANADA LTD.



5:00 PM **CONFERENCE ADJOURNS TO DAY TWO**

## DAY TWO: Wednesday, February 22<sup>nd</sup>, 2006

### 7:30 AM REGISTRATION & SPONSOR EXHIBITS OPEN – CONTINENTAL BREAKFAST

### 8:30 AM THE HOME OF THE FUTURE: GROUNDBREAKING TECHNOLOGIES, DIGITAL MEDIA AND THE COMPLETE DIGITAL HOME. ARE YOU READY FOR WHAT'S COMING?

Technology is advancing at a rapid rate. Concurrently, consumers are purchasing consumer electronics in record numbers, with digital products as the primary driver of industry growth. These emerging technologies are also driving the demand for easier access to content. The closed and proprietary media and entertainment business models of the past will give way to open media business strategies, enabling forward looking companies to exploit significant opportunities for growth and profitability.

- What technologies will be of greatest significance in the future?
- Will entertainment trends compel companies to open access to content?
- What opportunities and concepts stand to gain significantly over the long term?

*Come away with the knowledge you need to move your business forward.*

**Tim Woods,**  
Vice-President, Eco-Systems Development,  
INTERNET HOME ALLIANCE



**Ron Eisses,**  
Business Development Executive,  
Digital Media and Entertainment, IBM CANADA LTD.



### 9:45 AM FIVE-YEAR DEMAND FORECAST: PREDICTIONS FOR FUTURE GROWTH IN CANADA, THE US, AND EUROPE THAT WILL IMPACT YOUR BUSINESS

Technological advances in the home will cause disruptions for industries that sell into the digital home, but this can also spell opportunity. Is your company positioned to stave off disruptions and take advantage of new possibilities?

- Exploring emerging markets
- Determining the best course of action for your company
- Taking advantage of growing technologies
- How will this forecast affect your future growth?

*Knowing what the future holds will guarantee you have the knowledge to best position your company to maximize growth.*

**Gary Sasaki,**  
President,  
DIGDIA



### 10:30 AM SPONSOR EXHIBIT AREA – NETWORKING BREAK

Take a moment to visit our supporters and learn how their organizations are contributing to the Digital Home Industry.

### 11:00 AM PARTNERSHIPS AND STRATEGIC ALLIANCES: CREATING PARTNERSHIPS TO IMPROVE YOUR PRODUCTS FUNCTIONALITY

The technology boom of the 90's taught us that it is impossible to innovate alone. Alliances and partnerships are key in a complex networking and communications environment. Determining the best strategy for your company is fundamental to increasing your market share.

- Building alliances to reach a wider audience
- Choosing the right partner to achieve the highest cost benefit

*Discover how partnering can bring your product into more homes while making enterprises more competitive through technology and partnership.*

**Lawrence Freedman,**  
FLEISCHMAN AND WALSH, LLP



### 11:45 AM THE ROLE OF THE KITCHEN IN THE DIGITAL HOME: UNDERSTANDING CONSUMER BEHAVIOUR TO EXPAND BEYOND THE DIGITAL LIVING ROOM

The kitchen serves as the hub of family life. It is where families come together to eat, entertain and socialize; creating a digital kitchen can aid in facilitating this family ideal.

- Understanding behaviour patterns to focus digital technology in the kitchen
- Learning the roles various family members play in driving the demand for technology
- Facilitating the family ideal without changing behaviour

*Realize the power of placing connectivity in the kitchen.*

**Carol Priefert,**  
Product Development Manager, WHIRLPOOL



### 12:30 PM SPONSOR EXHIBITION – NETWORKING LUNCHEON

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new business contacts and discuss the ideas presented in the morning session.

### 1:45 PM GATEWAYS: MANAGING CONTENT DELIVERY TO CREATE NEW REVENUE MODELS

Connected Home services are being delivered via different platforms and mechanisms such as broadband, satellite, cable, mobile, and within the home wired and wireless. These 'gateways' allow people to control other devices and services around the home. This session will discuss the different ways to provide these services to the home.

- Generating additional revenues through new service offerings
- Getting the most from your existing infrastructure
- Providing the right platform for delivery around the home
- Understanding the service deployment challenge
- Delivering home networking solutions that are understood by the mass market

*Learn the strategies you need to win the battle of connected home gateways.*

**Peter Percosan,** Worldwide Director of Broadband Strategy, Communications Group, TEXAS INSTRUMENTS INC.  
**Patrick Fitzgerald,** Vice President, Global Marketing, SIEMENS HOME AND OFFICE COMMUNICATION DEVICES, LLC  
**Neil Johnson,** Market Manager, Service Development, Internet Home Solution, SASKTEL

### 2:30 PM SPONSOR EXHIBIT AREA – NETWORKING BREAK

Interact with conference speakers and fellow attendees.

### 3:00 PM CONSUMER MOBILITY: CREATING STRATEGIES AND BUSINESS MODELS FOR THE CONVERGENCE OF MOBILE WITHIN THE DIGITAL HOME

The greatest advantage of mobile devices is enabling portability for the consumer. The ability of portable and fixed media to exchange information with each other is key to creating an automated home that is consumer friendly.

- Enabling a new digital home lifestyle
- Increasing growth in the connected home market
- Exchanging media with fixed devices

*Acquire an understanding of how mobile devices and fixed media can interact to play a key role in the connected home.*

**Daniel M. Moloney,** President, CONNECTED HOME SOLUTIONS and Executive Vice President, MOTOROLA, INC.



**Value-Added Agenda Continues (see back page)**

## DAY TWO (continued): Wednesday, February 22<sup>nd</sup>, 2006

### 3:45 PM EASE OF USE: NEW INNOVATIONS TO IMPROVE CONSUMER CONFIDENCE AND EXPAND YOUR SALES

Consumers are attracted to innovative technologies, but product retention rates are low. The most compelling design solutions are ones that are simple, natural to use, and completely in tune with users' needs and experiences. Manufacturers must improve the end user's experience to make these products more widely and successfully adopted.

- Optimizing usability based on consumer feedback
- Keeping your product in the customers hands
- Determining the desired user experience

Identify the driving forces behind ease of use to exploit both long and short-term opportunities in expanding your sales.

**Mark Fears,**  
Product Manager,  
VIEWCAST CORPORATION



### Q&A Session

### 4:30 PM LAST CHANCE TO SOURCE INFORMATION YOU NEED TO KNOW! CONFERENCE SUMMARY AND EXCLUSIVE Q&A WITH INDUSTRY LEADERS

This interactive, facilitated session will ensure that your concerns are addressed. After completing your registration for this summit, email us at [questions@strategyinstitute.com](mailto:questions@strategyinstitute.com) and we will design our interactive sessions to address your concerns. Drawing on their varied backgrounds with digital technology, our panelists will identify helpful solutions to your problems and share their approaches for moving toward the reality of the complete digital home.

**Get the Inside Intelligence on What's Happening in the Digital Home!**

**Daniel Moloney,** MOTOROLA  
**Tim Woods,** INTERNET HOME ALLIANCE  
**Peter Percosan,** TEXAS INSTRUMENTS  
**Ronald Zimmer,** CONTINENTAL AUTOMATED BUILDINGS ASSOCIATION (CABA)

### 5:00 PM CLOSING REMARKS FROM CHAIRPERSON AND CONFERENCE ADJOURNS

## A Must-Attend Event specifically designed for Decision-Makers in these areas:

- Service Providers: Telco's, Cable, Satellite, Wireless, ISP's
- Consumer Electronics and Computer Marketers/Manufacturers/Creators
- Semiconductor Manufacturers • Home Builders/Architects • Custom Home Integrators
- Energy, Security, Surveillance, Lighting, HVAC Manufacturers/Marketers/Creators
- Trade and Standards Association Affiliates • Networks, Gateways, Data, Automation Executives

### CONFERENCE REGISTRATION FORM

#### INAUGURAL CANADIAN DIGITAL HOME SUMMIT

#### TUESDAY, FEBRUARY 21<sup>ST</sup> AND WEDNESDAY, FEBRUARY 22<sup>ND</sup>, 2006

Delegate name (print name in full) \_\_\_\_\_ Title \_\_\_\_\_

Delegate name (print name in full) \_\_\_\_\_ Title \_\_\_\_\_

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Payment: Please make cheque(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque.  
REGISTRATION CAN BE FAXED TO (866)298-9343(416) 944-0403 GST#R138790662

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|                          | Early Registration Rate<br><i>If you register by December 22nd, 2005</i> | Regular Rate                    |
|--------------------------|--|---------------------------------|
| Regular Conference Price | <input type="checkbox"/> \$1695  | <input type="checkbox"/> \$1795 |

**REGISTRATION FEE:** The registration fee for the **INAUGURAL CANADIAN DIGITAL HOME SUMMIT** is \$1795 (Plus 7% GST). This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company cheque, **VISA, MasterCard or American Express**. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

**CANCELLATIONS:** Cancellations must be received in writing by Tuesday, February 7th, 2006. You will be eligible for a prompt refund less a \$295.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

**CONFERENCE VENUE & ACCOMODATION:** The conference will be held at the **Metropolitan Hotel**, conveniently located at 108 Chestnut Street (Chestnut is between University and Bay, just off Dundas West). We will be located on the lower level in the Mandarin Ballroom. Please phone: 416-599-0555 or go to [www.metropolitan.com/toronto/](http://www.metropolitan.com/toronto/) for detailed directions. Please feel free to contact our Customer Care Team for information on accommodations in the vicinity - 416-944-8833.