

*Media Advisory
January 6, 2009*

HITACHI TELECOM CTO TO SPEAK AT 2009 CONSUMER ELECTRONICS SHOW

*David Foote Joins Industry Leaders at Connections Summit™
to Discuss TV 2.0 - The Future of the Set Top Box*

WHAT: Hitachi Telecom's CTO, David Foote, will join other industry leaders at the 2009 Consumer Electronics Show for a discussion on "[TV 2.0 – The Future of the Set Top Box.](#)" The traditional digital television value chain is about to be broken. Instead of having service providers handle installation, distribution and maintenance, with delivery through the set-top box, new technologies like tru2way and cable cards are shaking up the paradigm. Explore changing functionalities and the integration of STBs with other networking devices.

David Foote is the Chief Technology Officer for [Hitachi Telecom USA](#). He is currently responsible for strategic product planning and technical marketing of optical transport, fiber access, data switching and cellular systems. He has been instrumental in establishing Hitachi's network systems business with major North American telecommunications carriers like Sprint, Time Warner, and Global Crossing.

WHEN: January 9, 2009
2:15 – 3:30 p.m.

WHERE: Connections™ Summit, sponsored by Parks Associates and CEA
2009 International Consumer Electronics Show (CES)
Las Vegas Convention Center, South Hall
Las Vegas, NV

PARTICIPANTS: Moderator, Javant Dasari, Research Analysts, Parks Associates
Panelist, David Foote, CTO, Hitachi Telecom USA
Panelist, Doug Jones, Chief Cable Architect, BigBand Networks
Panelist, Aslam Khader, Chief Product Officer, Ensequence
Panelist, Joe Seidel, Director of Global Business Development Connected TV Devices, Microsoft Corp.
Panelist: Steve Tranter, VP, Interactive and Broadband, NDS Americas

FOR MEDIA: Pete Westafer / 770.797.2518 or pwestafer@hitel.com

Please visit [Hitachi Ltd./Hitachi America](#) at the CES Show in Booth 10417