

Imagine Communications to Host Thought-Leadership Sessions at IBC2017

Popular ImagineLIVE Power Sessions and Master Classes presented throughout annual exhibition and conference

DALLAS, Sept. 11, 2017 – Imagine Communications, empowering the media and entertainment industry through transformative innovation, today unveiled the schedule and speaker lineup for the IBC2017 edition of the company’s popular ImagineLIVE Power Sessions, a series of presentations and interactive discussions featuring prominent executives and experts from across the media and entertainment and IT industries. This year’s thought-leadership series, presented at Imagine’s IBC stand (4.A01), also includes a line-up of Master Classes, topical educational courses led by Imagine Communications subject matter experts.

Power Sessions and Master Classes will be conducted at lunchtime and in the early afternoon throughout the exhibition. The IBC2017 Power Session series will include testimonials from customers and highlights of how media companies from around the world are adapting operations to next-generation architectures to achieve new levels of agility and evolve their media facilities to meet future market requirements. Power Sessions and Master Classes will focus on the solutions and technology trends, such as microservices, inventory optimization, real-world IP deployments and OTT distribution, that are influencing the direction of evolving business models and monetization practices.

“The media industry is now fully engaged in transitioning operations to a new technology foundation based on next-generation architectures that leverage IP, commercial-off-the-shelf (COTS) compute and networking resources, virtualization and other IT technology attributes,” said Imagine Communications CEO Charlie Vogt, who will be kicking off the ImagineLIVE sessions with a special keynote on the impact of microservices that features representatives from IBM and Al Jazeera. “ImagineLIVE Power Sessions and Master Classes spotlight the trends and technologies influencing the direction of the industry and provide valuable insights into the remaining challenges and future opportunities facing today’s media and entertainment ecosystem.”

ImagineLIVE Power Sessions and Master Classes schedule and speakers:

Friday, 15 Sept., 17:00-17:45

CEO Keynote: Why Microservices are a Game Changer (Charlie Vogt, CEO, Imagine Communications; Brick Eksten, Chief Product Officer, Imagine Communications; Steve Canepa, Global Managing Director Telecommunications, M & E Industry, IBM; and Miljenko Logozar, Chief Broadcast Architect, Al Jazeera Media Network)

Saturday, 16 Sept., 12:00-12:30

Master Class: Microservices & Open Zenium (Darren Gallipeau, Zenium Program Director, Imagine Communications)

Saturday, 16 Sept., 15:00-15:30

Multiscreen Opportunities - Moderated by Allan McLennan, President and Chief Market Technologist, PADEM Media Group (Steve Reynolds, CTO, Imagine Communications; Tony Emerson, WorldWide Managing Director, Media & Cable, Microsoft; and Ralf Jacob, President, Verizon Digital Media Services)

Sunday, 17 Sept., 12:00-12:30

Master Class: End-to-End IP (John Mailhot, CTO of Networking, Imagine Communications and Andreas Lattmann, CTO, tpc)

Sunday, 17 Sept., 15:00-15:30

From Payout to Payout (Yuval Fisher, CTO of Distribution, Imagine Communications)

Monday, 18 Sept., 12:00-12:30

Master Class: Ad Optimization in the Cloud (Graham Heap, Director, Product Management, Advertising Management Systems, Imagine Communications)

Monday, 18 Sept., 15:00-15:30

Revenue Optimization (Sarah Foss, Chief Product Office, Advertising Management Systems, Imagine Communications and Angela Goodsir, Chief Technology & Systems Operations Officer, Multi Channel Network)

Detailed presentation descriptions will be available [here](#) prior to the show.

IBC2017 will also mark the debut of several product innovations from Imagine Communications that bring generational advances to today's media operations and practices. Attendees will be among the first to experience the latest solutions from Imagine Communications in live production, playout, OTT and advertising management, including the Selenio™ Network Processor (SNP), a pure-IP processing solution making its IBC debut. The SNP is a finalist in the Content & Communication Infrastructure category in the IABM Design & Innovation Awards 2017.

Imagine Communications will also participate in the IBC2017 IP Showcase, a cooperation of multiple standards organizations and the Alliance for IP Media Solutions (AIMS) dedicated to demonstrating the interoperability of the SMPTE ST-2110 specification (currently being drafted) and highlighting the creative and business-building benefits of IP technology.

Press and media are invited to a press conference at the Imagine Communications booth on Thursday, 14 Sept., beginning at 17:30.

For more information about Imagine Communications' products and solutions, please visit www.imaginecommunications.com.

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About Imagine Communications

Imagine Communications empowers the media and entertainment industry through transformative innovation. Broadcasters, networks, video service providers and enterprises around the world rely on our optimized, futureproof, multiscreen video and revenue enablement solutions every day to support their mission-critical operations. Today, nearly half of the world's video channels traverse our products, and our software solutions drive close to a third of global ad revenue. Through continuous innovation we are



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