



Page of Enlitenment

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The Enliten Management Group
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Enliten Management Group provides **Page of Enlitenment** as a courtesy to its customers and other users of satellite-based business television and interactive distance learning networks.

Page of Enlitenment is intended to provide information on the latest trends in applications, technologies and services, including video and multimedia delivery, viewing and display.

Featuring:

**In-Store Satellite TV delivery –
An Efficient & Affordable Option for Many Consumer Product Retailers**

**Blended Live-Interactive & On-Demand Information Access –
A Case “Not” for the Road**

**Enliten Expertise is Off the Charts –
We Have the Best Resources, To Bring You the Best Guidance, Information & Comfort Level**

SATCON

Satellite Application Technology
Conference & Expo
New York, November 18-20, 2002

Corporate users of satellite technology will be able to access critical information about satellite technology applications, problem solving and network structure/integration.

SATCON will also address solutions for retail, healthcare and hotel technology users along with highlighting the substantial benefits of satellite services.

Speakers of Interest:

Eddy Hartenstein
Chairman and CEO
DirecTV
Keynote Speaker

Bruce Ash
VP Information Services
Dollar General Corp.

Satellite Delivers! Display for Retail

Training and corporate communications were the key applications driving the roll out of hundreds of satellite-based business television (BTV) and interactive distance learning (IDL) networks through the 1980s and 1990s.

Initially, the networks included:
C-band technologies that were replaced with Ku-band...
The large downlink antennas, got smaller...
Full satellite transponders were required.

Then, analog technologies were replaced by compressed digital video...DVB... MPEG-2...

The antennas got even smaller, sub-meter...
As space segment became channelized, less bandwidth was needed.



Albuquerque International Balloon Festival

Enliten's Ed Behan and Randy Palubiak joined members of the **Communications Media Management Association (CMMA)** as they took a break during it's National Conference to view the Mass Ascension of Balloons....over 750 balloons participated. To view other colorful pictures of the ascension, go to Enliten's web site: www.enliten.net

Enliten Expertise... Our Team Players

The Enliten team provides the guidance, the product information and validations, the vendor introductions,

Robert Bell
Executive Director
SSPI &
World Teleport Association

Patrick Brant
President
CyberStar

Simon Bull
Principal Analyst
COMSYS

Bruce Covey
Manager Video Network
Engineering
The Home Depot

Steven L Griffes
Manager, Studio Operations
& CCTV Systems
General Motors

David Hartshorn
Secretary General
Global VSAT Forum

David Hershberg
CEO
Globecom Systems Inc.

Susan Irwin
President
Irwin Communications

Joseph M Jacob
Vice President
International Business
Development & Strategy
American Online, Inc.

Burt H Liebowitz
Telecommunications
Consultant

Judy Masserang
Manager
General Motors University
Learning Network,
General Motors Video Satellite
Network

John McGuinness
Vice President
Information Services
Goldman Sachs

Dov Rubin Ph.D.
Vice President & General
Manager
NDS Americas

Rick Sanford
Global Space Initiative Director
Cisco Systems

Orlando Skelton
Vice President,
SES Americom

Stephen G Tom
President,
Teleport Consulting Group

Now, the technology upgrades and migrations are to IP multicasting solutions. (Internet Protocol)

Small antennas and smaller segments of satellite bandwidth.

These Next Generation Technologies provide us new applications, capabilities, including:

Streaming, the caching of content for Video-on-Demand and merchandising display.

A number of companies have deployed IP based satellite networks for the multicast delivery of their information and program content. Many of these early adopters are in the financial and retail sectors. The financial companies use the networks for streaming, lower bandwidth applications. The retailers make use of these delivery networks for revenue generating applications, such as broadcasting for the in-store digital display of Advertising, Marketing & Promotions (AMP).

For instance, a new satellite-based retail media delivery network was rolled out to over 800 Sears, Roebuck and Co. stores earlier this year. The system uses a set-top box that provides Sears with DVD-quality broadcast content that can be updated electronically. By taking advantage of the immediacy and ease of satellite delivery, Sears and other retailers can provide timely content that includes local and live news, information, advertising and promotion.

Good news for all companies and organizations, in that the Next Generation solutions support the capabilities and requirements of the traditional BTV and IDL users.

EchoStar Communications Corporation and Premier Retail Networks (PRN) support the Sears Television Network. PRN delivers customized programming and advertising and EchoStar's DISH Network Business Solutions provides the satellite delivery network, based on its DishPoP solution, the DishLink 200VP. The DishLink includes 30GB of built-in storage and is ideal for the store-wide distribution of point-of-presence video

the support, the **solutions** to make your decisions and jobs easier. Whether your requirements are to reduce costs or increase revenues, Enliten gets results.

We save you time and money!

It's our pleasure to introduce you to a couple of the top individuals in our industry and related fields. Here are their stories:

Dr. Jolly T. Holden

Dr. Holden is currently on the Board of Directors and Chairman Emeritus of the United States Distance Learning Association (USDLA). He is the former Senior Projects Manager for Training and Development at StarBand Communications Inc. Prior to StarBand, Dr. Holden held positions as the Chief Learning Strategist at Spacenet Inc. and GE Spacenet and was the Executive Marketing Manager for Distance Learning at AT&T Tridom. Previously, he was Chief of the Evaluation and Technology Branch and Graduate Education Program Manager for the Air Force Institute of Technology. Dr. Holden co-founded the Federal Government Distance Learning Association (FGDLA) and was instrumental in the development of the Government Education and Training Network (GETN), the federal government's largest satellite-based distance learning network. Dr. Holden is on the Board of Trustees for the Webb Foundation and serves on the board of The Education Coalition and the FGDLA. He formerly served on the Board of Advisors for Education Everyone, the TeleCon Advisory Board, and the Georgia Distance Learning Association Board of Advisors. He has been listed in the Who's Who in Teleconferencing since 1996 and was the 2001 inductee into the USDLA Hall of Fame. He has also been awarded the prestigious Pioneer Award from the Federal Government Distance Learning Association on two occasions (1996 & 1998) and inducted into the FGDLA Hall of Fame in 2002. Dr. Holden received his Doctorate in Education from the University of Southern California.

International, L.L.C.

Rick Sanford
Global Space Initiative Director
Cisco Systems

Joseph Wright
CEO
PanAmSat

Tradeshows & Conferences

2002

TechLearn2002

Orlando, FL
October 27-30, 2002
www.techlearn.net

Collaborate Conf. & Expo West

Anaheim Convention Center
Anaheim, CA
November 4-7, 2002
www.collaborateexpos.com

SATCON Expo

New York Hilton Hotel
Nov. 18-20, 2002
www.satconexpo.com

Gov't Video Technology Expo 2002

December 4-5, 2002
Washington, D.C.
www.gvexo.com

Satellite 2002 Europe

Palais des Congres
Paris, France
December 10-12, 2002
www.satellite2002-europe.com

2003

NRF 92nd Annual Convention and Expo

(National Retail Federation)
January 12-15, 2003
Jacob Javits Convention Center,
New York,
www.nrf.com

51st Annual Retail Advertising Conference

(Retail Advertising and Marketing Association)
February 5-7, 2003
Chicago Hilton
www.nrf.com

Training 2003

Atlanta World Congress Center
Atlanta, GA
February 24-26, 2003

display.

According to Polly Dawkins, Vice President of DISH Network Business Solutions, "...DishPoP and its technology are part of our commitment to provide broadband content distribution alternatives to businesses."

For more information on the Sears Television Network, Premier Retail Networks or EchoStar's DishPoP solution, contact us via e-mail (enliten@enliten.net), call us at 770/590-1590 or go to the News & Events section of Enliten's web site (www.enliten.net) for the complete, official press release. Or contact Marc Lumpkin of EchoStar Communications Corporation at (303) 723-2020 or via e-mail: marc.lumpkin@echostar.com

Blended Interactive & On-Demand... A Case "Not" for the Road

Let the application determine the technology(ies)! You've heard it on many occasions. If you haven't, it's time! There is no one technology or system that is the perfect solution for all communications and training applications. Not the Internet. Not satellite. Not audio conferencing, videotape, CD or DVD...Not even face-to-face meetings, conferences or training sessions.

Heads of departments including communications, training, sales/marketing & merchandising and IS/telecom are increasing their use of "blended" solutions to meet their requirements.

Enliten will provide success stories and case studies about how companies think out of the box to improve their communications and training, as well as their advertising, marketing & promotions (AMP) initiatives. For instance:

The Marketing and Sales Support Division of NEC America Corporate Networks Group (CNG) was bold enough to look "out-of-the-box" for one of its latest product launches. NEC CNG turned to iLearning Inc. for a blended solution of 18 satellite-connected classrooms and live Internet broadcasts to reach nearly 500

John Webster

John has worked with the Enliten founding team since 1993. John provides engineering and technical marketing analysis in VSAT, DVB/IP networks, and digital video applications and hardware. John served as Director of Engineering at Gilat Multimedia, managing a team of engineers to implement DVB/IP networks that included streaming video, VoIP, and IP Multicast "push" applications. From 1985 to 1998, he served a wide range of engineering roles at AT&T Tridom and is recognized for designing the DSP based TDMA Burst Demodulator for Tridom's VSAT return path. John led teams of engineers in the design of a number of other VSAT products. When AT&T Tridom formed the Vistacast group in 1993, John accepted the lead engineering position, where he worked closely with AT&T Bell Laboratories to design the control network for the first four digital video uplinks. John has served as sales engineer and international program manager, managing the installation, certification, and testing of VSAT systems worldwide. Prior to Tridom, he worked at Harris Corporation as a senior hardware design engineer. John is a graduate of Auburn University with a bachelor of science in Electrical Engineering with graduate studies in DSP, coding techniques, and communication theory.

For more extensive bios and/or other information, please contact an Enliten representative at 770/590-1590 or enliten@enliten.net.

The Enliten Management Group

is a team of business professionals who know and understand video and multimedia communications. With decades of experience in Broadcast and Satellite Industries, Enliten supports clients in the development and implementation of infrastructure and business communications solutions.

We have extensive experience in developing and supporting new and established satellite-based communications solutions for companies and organizations of all sizes, including many of the Fortune 500 Companies.

www.trainingconference.com

Satellite 2003

Washington Convention Center
Washington, DC
February 26-28, 2003
www.satellite2003.com

Global Shop

March 16-18, 2003
McCormick Place
Chicago, IL
www.globalshop.org

NAB 2003

Las Vegas, NV
April 5-10, 2003
www.nab.org/conventions/nab2003

Learning & Training Week

Washington Convention Center
Washington, D.C.
April 28-May 1, 2003
www.learningandtrainingweek.com

CMMA Conference

Washington, DC
The Hilton McLean Tysons
Corner
May 17-20, 2003
www.cmma.net

DV EXPO East: 2003

Jacob K. Javitz Center
New York, NY
July 7-11, 2003
www.dvexpo.com/east

Collaborate Conference & Expo West

Anaheim Convention Center
Anaheim, CA
October 7-8, 2003
www.collaborateexpos.com

Contentworld

October 2003
More Info TBD
www.contentworld.com

sales executives with a timely and consistent product introduction. In addition, iLearning archived the event and hosted the module(s) for 24-hour access for NEC CNG representatives.

For more information contact Paul Terlemezian of iLearning at 404-252-8330 paul.terlemezian@ilearning.com and www.ilearning.com, call us at 770/590-1590 or go to the News & Events section of Enliten's web site (www.enliten.net) for the complete, official case study.



Enliten's Dave Holzwarth working on a Deployable Ku-band Earth Terminal for the US military.

For more information on the topics presented in this communication, please visit the Enliten web site (www.enliten.net) or contact an Enliten representative at 770/590-1590.

We invest a significant amount of time and effort to maintain contacts throughout the industry, including: the suppliers and their products; the systems integrators and services they provide; and the end-users, their needs and respective applications.

We provide you with the information, introductions and direction needed to make the right decisions for your organization. In addition, we'll likely be able to save you a significant amount of time and money, getting you to the right solution as quickly as possible.

Enliten Consulting Services

- **Industry Trends & Updates**
 - Users
 - Technologies & Systems
 - Suppliers & Providers
- **Applications Needs & Assessments**
- **Cost Models & Analysis**
- **Benchmark Studies**
-with other users and their "winning" applications
- **System and Vendor Assessment**
- **RFP/RFQ Development & Administration**
- **Ad-hoc Videoconferencing**
- **Project Management**
- **Vendor Management**
- **Develop and Produce Programming Content**
- **Measure and Assess the Effectiveness of the Programming Content Ongoing Support, Guidance & Assessment**

For more information about Enliten's consulting services, please contact Randy Palubiak at 770/590-1590 or rp1@enliten.net

Feedback

We encourage your feedback and input in making **Page of Enlitenment** an effective means of providing you with information on industry related trends, solutions and suppliers. Please forward your suggestions or requests to us at enliten@enliten.net regarding the topics, products, services or companies that you would like us to include.