STAR Technology Fall Conference 2017
DoubleTree Hotel – Historic Charleston, SC

Monday, October 2

1:00PM **Registration Opens**

2:30PM – 4:30PM **Pre-Conference Workshop** (included in STAR Registration)
Marketing a Managed Wi-Fi Service
Progressive Broadband Service Providers in numbers are crossing the CPE demark to take control of their internet service with Total-Home Managed Wi-Fi solutions. But are you effectively harnessing and monetizing your newly launched Wi-Fi service to its full potential? Join us in an interactive session with your peers and Managed Wi-Fi industry thought leaders to better understand and identify the tools for launching a new managed residential service without limits to CE devices or equipment manufacturers.

5:30PM – 7:00PM **Networking Reception and Vendor Showcase**

Tuesday, October 3

7:00AM – 8:00AM **Registration and Breakfast**

8:15M – 8:50AM *STAR General Session*
Come hear CSSA's latest initiatives for *"Keeping you in Gear"* as we begin the day with an Association update and pre-view topics featured during the Charleston STAR Technology Conference.

9:00AM – 10:00AM *eero: Mesh WiFi and Beyond*
Less than 2 years ago, eero launched the world's first consumer mesh WiFi system to rave reviews. Today, eero's 2nd generation solution is available-- including tri-band hardware for blazing speed, multiple form factors to blanket every customer's home in coverage, ironclad security, and a dead-simple user interface. Learn how eero's home WiFi systems move beyond perfect connectivity to make the smart home truly smart.

Have You Looked at ESI Lately?
Even if you currently sell ESI products, have you looked at all the different applications that you can sell with the ESI family of systems? Come see all the new things that are available for the Comm Server and IP 900 systems. Learn how the new applications and new features make ESI an even better value for your customer. And don't forget the Cloud PBX for your customers who are moving that way.

10:00AM – 10:30AM Vendor Showcase Open

10:30AM – 11:30AM *The New Core of Residential Connectivity*
In this session, Zyxel presents their next-generation of multi-WAN residential gateways as well as their new managed mesh Wi-Fi solution. Attendees will have the opportunity to learn about the new Multi-WAN Gateway with the ability to offer xPON, Active Ethernet, Broadband and DSL. In addition, discover the new Managed Wi-Fi Mesh technology from Zyxel. Zyxel's new Managed Wi-Fi Mesh solution improves the wireless coverage issues and provides your subscribers the ability of self-help with a mobile app.

Five Must-Ask Questions When Migrating to UCC
Hyper-connected. Always-on. No matter how you classify today's environment, the demand for speed puts pressure on organizations like never before. Your ability to quickly find and communicate with the right people, access data, and exchange information can make the difference to business success or failure. Learn how Mitel's Unified Communications and Collaboration (UCC) technology lets you address these challenges by helping people to connect more efficiently and intuitively.

11:30AM – 1:00PM Lunch Featuring Keynote Speaker Robert Wu of 6Harmonics
CSSA is pleased to welcome Robert Wu, CEO of 6Harmonics—a designer and manufacturer of TV White Space solutions. Robert will be speaking about the current and future technology advances in white space technology as well as the challenges facing rural carriers who choose to deploy this new technology.

1:00PM – 2:00PM *4K Video Surveillance from FLIR*
Discover the new evidentiary standard of 4K with the assurance of strength in every link. This session introduces FLIR's end-to-end family of products optimized to work with 4K technology at a lower total cost of ownership.

Polycom Perspectives

In this session, Darren Knapp will share his unique market perspective and valuable tips on how to grab market share and build strong partnership with Polycom to accelerate your hosted UC growth. He'll also present on the latest innovations from Polycom including Acoustic Fence, Zero Touch Provisioning, Voice Quality Monitoring, and will highlight several promotions and a new OPEX model from Polycom.

2:00PM – 3:00PM   **Vendor Showcase Open**

3:00PM – 4:00PM   **Business Sales Forum:**
"How Will Rural Carriers Compete in an Over Clouded Market?"

Broadband Forum
"Understanding the Microsoft Airband Initiative"
Microsoft is calling for a new rural broadband strategy that utilizes new technologies in the unlicensed TV White Space spectrum. Microsoft's Rural Airband Initiative will establish partnerships with telecommunications companies with the goal of bringing broadband connectivity to 2 million people in rural America by 2022. Join Microsoft in this session for an overview of their Rural Airband initiative and Q&A.

5:00PM – 9:00PM   **Networking Dinner Cruise**

Wednesday, October 4

7:00AM – 8:00AM   **Networking Breakfast**

8:00AM – 9:00AM   ***Avoid Technology Prison: Modulations for a Modern World***
Your choice of broadband technology *today* has long-ranging costs, benefits, and limitations. This presentation by Comtrend will go over the key strategies to ensure you do not end up in technology prison, and most importantly, how to keep the home modular. Learn how to take advantage of new technologies like effortless Wireless Expansion with WifiXtend, G.hn Powerline, G.fast, and managed WiFi with TR-069-supported Wireless Access Points. Being able to keep up with technological advancements is key to better customer satisfaction and new revenue streams.

Smart Solutions for VoIP Providers

CSSA Members have been looking for a single, smart solution for VoIP Gateways, ATA's, IAD's and Session Border Controllers. Through Patton Electronics, CSSA can now offer custom configured solutions that are manufactured in the USA with free lifetime technical support and software updates. Your company will reap both OpEx and CapEx benefits from a single-source solution with the high level of support you expect from CSSA.

9:00AM – 9:15AM   Break

9:15AM – 10:15AM   *Novi Security Brief*

Novi Security is changing the world of traditional security systems. The Novi system detects motion, or smoke, and instantly notifies the property owner and provides visual verification of the event via the Novi App. This session provides an overview of the innovative Novi Security solution and the revenue opportunity for broadband service providers.

Transform Your Business with Avaya

Engagement can accelerate growth and revolutionize how you do business. Transform the way you conduct business by creating a seamless engagement experience for your customers and employees. Regardless of their locations, devices, or applications, users can have telephony, messaging, conferencing, contact center, video, and unified communications—all in a flexible platform from Avaya.

10:30AM – 11:00AM You Tell Us Closing Forum (for Broadband Service Providers)

This open forum session is designed to provide the association staff with feedback on solutions presented during the conference, guide future conferences and discuss what products and/or services CSSA should be developing that can help our industry and Membership.