



June 25-27, 2013

Cobb Galleria • Atlanta, Georgia

[www.webrtcexpo.com](http://www.webrtcexpo.com)

# WebRTC

## CONFERENCE & EXPO

### The Global WebRTC Ecosystem Event

Insight Into The Evolution of  
Communication And The Web

- Enterprise Users
- Developers
- Service Providers
- Contact Centers

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“From my perspective the WebRTC conference was one of the best investments of my time...it was great to see the early adopters at the conference (including some of our own customers) demonstrate the creative ways that WebRTC can change the world.”

—Daitan Group



## WebRTC Is Disrupting Communications. Come Find Out How To Use It To Your Advantage at WebRTC Conference & Expo.

WebRTC Conference & Expo is your opportunity to understand how WebRTC can transform your business and open doors to competitive advantage! Start planning your WebRTC strategy, or run the risk of being left behind as communications moves to every device and becomes web integrated.

- Discover potential business impacts of WebRTC.
- Find out how WebRTC may eliminate "Federation" and get you closer to your customers and partners.
- Find ways to integrate your call center and your website.
- Gain knowledge on how to develop with WebRTC.
- Learn how virtually every web site can be a communications hub.
- Meet with the technical leaders, the standards developers, the browser developers and teams already implementing WebRTC.
- Understand how WebRTC changes the communications game.
- Understand WebRTC features, functionality, challenges and benefits.



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“ The conference you need to attend, whether you are developer, enthusiast, expert, or VC! WebRTC is the new standard to follow up closely. ”

– Arnaud Budkiewicz, Bistri CEO



## Keynote Presentations:

### Wednesday, June 26



**Ian Small**  
Chief Executive Officer

8:45am

Ian Small is Chief Executive Officer at TokBox, providers of the OpenTok API, the leading video chat platform. Ian gets front row seats to watch and help partners create immersive and engaging face to face experiences with video. Before joining TokBox, an spent six years with Mark Logic Corporation, during which time he helped guide the company from initial venture funding through to its leadership position for scalable, high-performance XML databases.



**Geoff Hollingworth**  
Head of Business Innovation, Silicon Valley  
9:15am

Geoff Hollingworth is Head of Business Innovation for Ericsson in Silicon Valley. He is responsible for next generation business models for both network providers and their customers. Most recently, Hollingworth was Head of IP Services Strategy for Ericsson North America. He previously was responsible for overseeing the Ericsson brand in North America and also led Ericsson's next generation multimedia initiative to drive the three screen experience for the Volvo Ocean Race. He joined Ericsson more than 20 years ago and has held roles in software R&D, mobile network deployment and was director of Marketing for Ericsson in North America.



**Mike Lambert**  
Solutions Director for Advanced  
Business Communications  
12:15pm

Mike Lambert is the Solutions Director for Advanced Business Communications based in Murray Hill, NJ. In this position, Mike leads product strategy and execution for Alcatel-Lucent's webRTC, video and enterprise VoIP solutions in the IP Multimedia Subsystem (IMS) portfolio. Mike has over 15 years experience in the telecom industry with deep technical and market understanding of IMS, VoIP, video, unified communications and wireless technologies for consumer and enterprise market segments.



### Thursday, June 27



**Jan Linden**  
Solutions Director for Advanced  
Business Communications  
8:30am



**Terry McCabe**  
Chief Technology Officer  
12:30pm

Terry McCabe was also Chief Technology Officer at Airwide, which was acquired by Mavenir. Prior to Airwide, Terry McCabe held senior positions at Sema Group, including Vice President of Engineering and CTO. In these roles McCabe oversaw Software Architecture, Research & Development, and Product Management in Europe and North America. These roles focused on messaging, prepaid, and value-added service applications, primarily based on wireless mobile network technologies. Terry led the company's participation in a number of standards organizations including the WAP Forum, the SMS Forum and TTA.



**Jim Machi**  
Vice President of Product Management  
4:00pm

Jim Machi is Vice President of Product Management for Dialogic, responsible for driving the overall roadmap and product strategy. Jim has been with Dialogic since 1998 when he joined as Director of Product Management, working to develop the company's IP telephony roadmap and strategy. Jim was recognized by Internet Telephony Magazine as one of the "Top 100 Voices of IP Communications" in October, 2006 and by VoIP-News as one of the "50 most influential people in VoIP" in November, 2006. Jim holds an MBA degree from New York University's Stern School of Business and a BS degree in electrical engineering from the University of Pennsylvania.



## Specialized Training

WebRTC Conference & Expo is your resource for specialized workshops showcasing how WebRTC works with today's most sophisticated web tools and browsers.

Special Workshops Include (Admission included with your WebRTC registration):



### • **WebRTC Technical Overview and Introduction**

In this interactive session, the authors of the new book on how to develop and implement WebRTC using with the new IETF and W3C standards will overview the concepts and structure of WebRTC and how it is defined in the emerging standards. The session will bring everyone up to a clear understanding of WebRTC for the technical discussions going forward. The workshop will include specific examples of how to code and create realtime interactions.



### • **Google WebRTC Workshop (RSVP Required)**

Google experts and engineers will overview the Google WebRTC implementation and how to write applications to run with the Chrome browser that is in the market today. These experts, many who created the WebRTC concept and the open source WebRTC code base that Google has released will discuss the ins and outs of their WebRTC implementations and answer your questions. A must attend for anyone looking at how to deploy WebRTC services in 2013.



### • **Priologic's WebRTC Pizza and Wing Night (RSVP Required)**

Get Dinner, Early and Free easyRTC Enterprise and Beer! Spend a fun and informative evening interacting with easy RTC Enterprise and the team that built it. Check out the easyRTC open source and easy RTC Enterprise architectures learn how to deliver WebRTC apps in days or weeks. You will receive early and free access to the easy RTC Enterprise Platform-as-a-Service for up to 10 concurrent users. (Pizza and wings are great but early and free access to Enterprise WebRTC tools too? It's a win-win situation.)



### • **Getting Real - 2013 WebRTC Demos and Reception**

With an open invitation to the WebRTC community to show off their products and developments, this will be an opportunity to see WebRTC applications and evaluate them yourself! A panel of judges will evaluate the 16 participants with awards for best in classes based on rapid fire 10 minute demos. The judges will include entrepreneurs and Venture Capitalists.



### • **Digium Demo & Eggs Breakfast (RSVP Required)**

See how WebRTC is extending the reach and capability of Asterisk. Digium will demonstrate how Asterisk is incorporating WebRTC into the open source communication's system to enable the use of WebRTC enabled browsers directly with Asterisk.

#### **This session will cover:**

- How WebRTC can be used with Asterisk to integrate a variety of BYOD devices with the Asterisk communications platform.
- Asterisk can be integrated with WebRTC to be the core of an innovative customer interaction system.



## Tuesday, June 25, 2013

|             | Developer  | Business                        |
|-------------|--|---------------------------------|
| 1:00-2:40pm | WebRTC Technical Overview and Introduction   | Business Introduction to WebRTC |
| 2:40-3:00pm | Break  |                                 |
| 3:00-4:30pm | Google WebRTC Workshop   |                                 |
| 4:30-6:00pm | Opening Reception - Exhibits Open  |                                 |
| 6:00-8:00pm | Priologic's WebRTC Pizza and Wing Night - Get Dinner, Early and Free easy RTC Enterprise and Beer! Open to All Attendees |                                 |


## Wednesday, June 26, 2013


|               | Developer  | Game Changer  |
|---------------|--|---|
| 8:00-8:30am   | Continental Breakfast  |   |
| 8:30-8:45am   | Conference Kick-off  |   |
| 8:45-9:15am   | Keynote Presentation - TokBox  |   |
| 9:15-9:45am   | Keynote Presentation - Ericsson  |   |
| 9:45-10:00am  | Break  |   |
| 10:00-10:40am | IETF and W3C Standards Reports   | WebRTC Disruptions                                      |
| 10:40-11:20am | Panel - The Great Codec Debate: Should WebRTC adopt the 264/265 codecs or not and what would it take for the 2664/265 codecs to be acceptable? | WebRTC Gaming   |
| 11:20-11:30am | Break  |   |
| 11:30-12:15pm | Panel Session: The Hype Cycle - are we ready for Prime Time?   |   |
| 12:15-1:00pm  | Keynote Luncheon - Alcatel Lucent  |   |
| 1:00-2:20pm   | Exhibits Open  |   |
| 2:20-3:00pm   | Making the Right Signalling Choices  | Apps, Apps and More Apps                                |
| 3:00-3:40pm   | Using the Data Channel   | The Impact of WebRTC on the Web Real Time, All the Time |
| 3:40-4:20pm   | Group Video Chat Issues  | Three Markets to Watch - WebRTC Impact                  |
| 4:20-4:30pm   | Break  |   |
| 4:30-7:00pm   | Getting Real - 2013 WebRTC Demos and Reception   |   |

| Thursday, June 27, 2013 |   |   |   |
|-------------------------|---|---|---|
| Developer               |   | Enterprise  | Telco/Mobile Operator   |
| 8:00-8:30am             | Demo & Eggs with Digium Breakfast - Open to All Attendees   |   |   |
| 8:30-9:00am             | Keynote Presentation - Google                               |   |   |
| 9:00-9:10am             | Break   |   |   |
| 9:10-9:50am             | ICE, STUN, Turn & Security                                  | Panel - WebRTC Impact on Current Enterprise Telecom Solutions | Panel Session: Where's the money?                                       |
| 9:50-10:30am            | Deploying WebRTC to the Cloud                               | New Solutions for Enterprise                                  | WebRTC in Telcos Now  |
| 10:30-11:40am           | Exhibits Open   |   |   |
| 11:40-12:30pm           | Panel Session: SIP and WebRTC Frenemies or?                 |   |   |
| 12:30-1:15pm            | Keynote Luncheon - Mavenir                                  |   |   |
| 1:15-2:30pm             | Exhibits Open   |   |   |
| 2:30-3:10pm             | NodeJS and MongoDB  | WebRTC and Customer Service                                   | Back-office and Security Implications of WebRTC                         |
| 3:10-3:50pm             | Implementing Mobile WebRTC                                  | Panel - WebRTC Security in the Enterprise                     | Should Telcos Consider a Dual Business Model? (Transport/Service Split) |
| 3:50-4:00pm             | Break   |   |   |
| 4:00-4:30pm             | Keynote Presentation - Dialogic                             |   |   |
| 4:30-5:20pm             | Closing Panel: Where from Here? - Thinking Beyond the Call? |   |   |
| 5:20-5:30pm             | Wrapup and Invite to 2013                                   |   |   |


## Networking Events

**Tuesday, June 25**

1:00 - 2:30pm   
 • WebRTC Technical Overview and Introduction

2:40 - 4:30pm   
 • Google WebRTC Workshop (RSVP Required)

**Tuesday, June 25**

6:00 - 8:00pm   
 • Priologic's WebRTC Pizza and Wing Night (RSVP Required)

**Wednesday, June 26**

  
 4:30 - 7:00pm  
 Getting Real  
 2013 WebRTC  
 Demos and Reception

**Thursday, June 27**

  
 The Asterisk Company

8:00 - 8:30am  
 Digium Demo & Eggs Breakfast (RSVP Required)

## Tuesday - 06/25/13

### Developer Track

Tuesday - 06/25/13 1:00-2:40pm

#### WebRTC Technical Overview and Introduction

In this session the authors of the new book on how to develop and implement WebRTC using with the new IETF and W3C standards will overview the concepts and structure of WebRTC and how it is defined in the emerging standards. The session will bring everyone up to a clear understanding of WebRTC for the technical discussions going forward. The workshop will include specific examples of how to code and create realtime interactions. The session will be interactive, allowing for open and clear discussion. The workshop will continue into the next session.

Tuesday - 06/25/13 3:00-4:30pm

#### Google WebRTC Workshop

This preconference workshop is available to all attendees. In it the Google experts and engineers will overview the Google WebRTC implementation and how to write applications to run with the Chrome browser that is in the market today. These experts, many who created the WebRTC concept and the open source WebRTC code base that Google has released will discuss the ins and outs of their WebRTC implementations and answer your questions. A must attend for anyone looking at how to deploy WebRTC services in 2013.

### Business Track

Tuesday - 06/25/13 1:00-2:30pm

#### Business Introduction to WebRTC

This session is designed to introduce business and nontechnical attendees to what WebRTC is all about. The session will cover the origins of WebRTC, the concepts of a Media Engine and its purpose in a IP edge device and the concepts of triangles and trapezoids. The session will contrast WebRTC and SIP as well as discuss how WebRTC can be used to generate new capabilities. The session will include an analysis of the potential impact of WebRTC contrasted with the impact of the browser/web and VoIP. The session will include introductions to use case examples of WebRTC by leaders in consulting on how companies are planning to use WebRTC to enhance their business operations and strategies. The session will include the leading WebRTC industry analysts reviewing their data on the market growth and revenue opportunities for both the Telco/mobile operator and Enterprise markets.



## Wednesday - 06/26/13

### Developer Track

10:00-10:40am Wednesday - 06/26/13

#### IETF and W3C Standards Reports

Key leaders and contributors to the IETF and W3C standards efforts will report on the progress of the standards and how they will come to conclusion and release. This session will be critical in helping understand when to start your WebRTC development and release.

10:40-11:20am Wednesday - 06/26/13

#### Panel - The Great Codec Debate: Should WebRTC adopt the 264/265 codecs or not and what would it take for the 2664/265 codecs to be acceptable?

The decision on mandatory video codecs for WebRTC has been a challenging one, with strenuous discussion in the standards bodies. On one side are the proponents of using the existing standards of 264 and 265 codecs. Proponents say they are already embedded in hardware, are flexible and should be used. On the other side, the browser vendors prefer VP8, saying it is open, better, and comes without licenses. The issues is further clouded by IPR claims, undocumented testing, and a huge amount of personal and professional ego. The goal of this session is to open the debate up so the industry at large can hear the issues, hopefully moving the exercise forward in a new era of understanding of the issues and the myths.

2:20-3:00pm Wednesday - 06/26/13

#### Making the Right Signaling Choices

The WebRTC standard does not specify the signaling channel and exactly how it is implemented. There are different choices and each may be better for a specific applications or situation. This session will discuss the options available to developers, who is using which and how to choose between the options for your WebRTC deployment.

3:00-3:40pm Wednesday - 06/26/13

#### Using the Data Channel

The data channel is a function that enable WebRTC to go far beyond what was delivered in VoIP. With the data channel, new applications can be implemented, from sending pictures and files for personal and business to using it to gather medical information in realtime from a patient device. This session will focus on how to use the data channel and what expectation should be made relative to throughput, latency, jitter, and other factors that may be critical in implementations.

3:40-4:20pm Wednesday - 06/26/13

#### Group Video Chat Issues

WebRTC enables multiuser chat. for audio this can be effective for reasonable large sets of users, but in video there are issues with processing capabilities and network bandwidth. While multichat is very cost effective, on practical devices and networks, driving 35 video streams per participant may not deliver a quality experience. This session will examine the challenges to use of multiparty chat and the other options for conferencing, including MCUs and routers. The session will include current understanding of what the practical limitations from a performance, experience and cost are for the options.

### Game Changer Track

10:00-10:40am Wednesday - 06/26/13

#### WebRTC Disruptions

This session will discuss how WebRTC disrupts the current communications space. It will cover multiple areas and define how WebRTC could change not only the current market, but adjacent spaces as well.

10:40-11:20am Wednesday - 06/26/13

#### WebRTC Gaming

WebRTC opens up the gaming world to real time in a way that has not existed. This goes beyond simple walkietalkie speech to the ability to generate full spatial audio. As we move forward, this will enable new multiplayer games delivered across the full range of HTML5 device with new audio. With speech recognition, the audio channel can even become part of the game environment, with the player able to use audio commands and interactions in game play. Let the games begin!

2:20-3:00pm Wednesday - 06/26/13

#### Apps, Apps and More Apps

In this session we will invite 5 forward thinkers to present a concept of an app, no demo required. Each will have about 5 minutes to describe their thoughts and concepts and then we will have a short panel and the audience will vote on the best idea. These will not be commercial ideas per se, but really cool things you could do with WebRTC.

3:00-3:40pm Wednesday - 06/26/13

#### The Impact of WebRTC on the Web Real Time, All the Time

This session will discuss how the advent of RTC, including voice, video and data will change the web, both from the applications that can be created to the way those applications will consume resources and be operated. The Real Time WEB will open many new doors. The session will feature leaders in developing applications that demonstrate how real time can be used for transformation and discuss the issues this will bring for the Web in general.

3:40-4:20pm Wednesday - 06/26/13

#### Three Markets to Watch - WebRTC Impact

This session is an open call to define where WebRTC will have an impact, from sensor to automobiles. While the applications are interesting, this session will focus on how WebRTC will change a given space through new business models, new customers and new partnerships.



## Thursday - 06/27/13

### Developer Track

9:10-9:50am Thursday - 06/27/13

#### ICE, STUN, Turn & Security

One of the challenges with WebRTC is dealing with NAT and firewall transversal as well as the security ramifications of a WebRTC deployment. This session will focus on how to set up and operate CE, Turn, and Stun for assuring seamless operation across the internet and its speed bumps. It will also talk to the key security issues that emerge and how to manage them and the role of SBCs in your deployment. The session will include practical discussions of how each is deployed and configured. The session will help assure that your WebRTC deployment gets to the right people all the time, regardless of their locations and network.

9:50-10:30am Thursday - 06/27/13

#### Deploying WebRTC to the Cloud

This session will focus on deploying WebRTC as a cloud deployment, both as an infrastructure as well as the practical issues of WebRTC based CaaS. As WebRTC is a realteam solutions and the both the control and media path can be impacted by the deployment, understanding how to effectively deploy to the cloud is critical. In addition to basic issues, the session will discuss what characteristics are critical in hosting or Caal Infrastructure or CaaS Platform in selecting your deployment decisions and methodology.

2:30-3:10pm Thursday - 06/27/13

#### NodeJS and MongoDB

Many developers are looking at NodeJS as their deployment environment and using MongoDB as their database. This session will examine the actual deployment of these systems and how to develop and deploy an reliable solution for your WebRTC platform. The session will cover how to deploy and issues that are critical in these new solution areas.

3:10-3:50pm Thursday - 06/27/13

#### Implementing Mobile WebRTC

With WebRTC potentially emerging on mobile devices in late 2013, this session will discuss he unique issues that must be considered when your end points are mobile devices. How mobile bandwidth, processing, interfaces, and device capabilities will impact the overall users experience in a mobile devices will have a huge impact on acceptance. This session will cover the key areas and issues and how you can mitigate them to have a superior mobile WebRTC deployment.

### Enterprise Track

9:10-9:50am Thursday - 06/27/13

#### Panel - WebRTC Impact on Current EnterpriseTelecom Solutions

WebRTC offers new ways to extend existing telecom solutions. For he Contact Center, WebRTC will enable new ways of onboarding customers and promises tight integration with the company web site. With 7009% of Contact Center interactions proceeded by a web site visit, one of the first big impact os WebRTC is in the Contact Center. But WebRTC may change UC as well. From BYOB to enterprise portals, WebRTC will enable the new capabilities of UC to be delivered in new ways, new locations and to new users. This session will focus on specific options and plans from existing enterprise Contact Center and UC vendors on how they are planning to implement WebRTC in their solutions. It will also discuss whether WebRTC is the technology that will open the door to Cloud based services.

9:50-10:30am Thursday - 06/27/13

#### New Solutions for Enterprise

Many early WebRTC developments are focused to enterprise. This session will focus on the offers that are being developed and delivered, with focus on why the new entrants believe their offers should change the interpose landscape. The focus will be on how WebRTC and the underlying adoption of Web and JavaScript programming enable new entrants to deliver capacities more rapidly. emphasis will also be given to the issues that make these offers different from traditional telephony and when they are appropriate for enterprise users.

2:30-3:10pm Thursday - 06/27/13

#### WebRTC and Customer Service

WebRTC opens a new potential of using a web site as a direct extension into managing customer service. While this will potentially meet the needs of the 7080% of customers the come from the web site to an actual realtime interaction, it opens up new issues. This session will focus on both new capabilities to deliver customer service without traditional contact center technology, and how to overcome the issues of skills based service, management and analytics. Special attention will be paid to actual implementations currently underway.

3:10-3:50pm Thursday - 06/27/13

#### Panel - WebRTC Security in the Enterprise

WebRTC introduces significant challenges. How are identities managed and assured, are communications secure, what is the role of SBCs and how to protect against Denial of Service attacks and other issues. With the potential that WebRTC may replace traditional telephony for many communications, including the contact center, these security issues are critical. This session will discuss how secure WebRTC is and how the security issues can be managed in the enterprise environment.

## Thursday - 06/27/13

### Teleco/Mobile Track

9:10-9:50am Thursday - 06/27/13

#### Panel Session: Where's the Money?

WebRTC will enabling new Over The Top services and new Telco and Mobile Operator services, but many are asking what the financial impact of WebRTC will be on telcos and Mobile Operators. Is WebRTC a source of new revenue, another step in commoditization of, or something else altogether. This panel will discuss how WebRTC can be used to make money and how it may impact the revenue and opportunities of Telcos all service providers and Mobile operators. It will discuss whether revenue will come from end users, content providers, or through new alternative monetization think Google models. The panelists will be asked to think about what they think the areas of differentiation and preference could be in the emerging world.

9:50-10:30am Thursday - 06/27/13

#### WebRTC in Telcos Now

With more than a billion new mobile smart devices in 2015, WebRTC will have a plethora of deployment options and platforms. This session will examine some of the issues and how WebRTC will be deployed in the mobile world. Access to the World Wide Web is happening more and more through the window of a mobile device. With web sites reporting rising usage of mobile versions of their content, and the lines between The Web, and apps on mobile platforms are blurred. How will WebRTC impact The Mobile Web and Telcos? How is being integrated with IMS? This session examines the promise and perils of bringing WebRTC to the world of Mobility and the Telcos.

The lack of interoperability between browsers and mobile devices has been a major barrier for developers looking to embrace WebRTC. As fragmentation of devices, browsers and networks continue to grow, it becomes increasingly difficult to develop an application that just works, no matter who your end user is. This session will explore how existing live video platforms are leveraging WebRTC to provide developers with the quality benefits WebRTC has to offer, while providing a flexible, customizable mobile development tool.

2:30-3:10pm Thursday - 06/27/13

#### Back-office and Security Implications of WebRTC

WebRTC opens the door to a whole new set of services, users, and others that need to be integrated into the overall system of a telco or mobile Operator. This is true whether it is an operator service or a service using the network or other capabilities. WebRTC opens issues in provisioning, billing, and other backoffice functions as well as raising a new security dimension. Assuring that these resources are located to customers and not openly and that customers are identified to recipe the best experience may be the key to reducing churn in the coming environment. This session will discuss issues and solutions that should be considered as WebRTC is introduced into the environment.

3:10-3:50pm Thursday - 06/27/13

#### Should Telcos Consider a Dual Business Model? (Transport/Service Split)

WebRTC opens the door to a rich set of alternative uses of the network for traditional realtime services that telcos have traditionally provided. While some of those may be directly competitive, many will be based on models not accessible to todays operators such as global social, or vertical oriented business. One option that some operators are considering is migrating their business to a completely separate transport and services businesses. This would enable the transport business to manage the optimal delivery of a transport service without onsideration for how that impacts overlying service revenues and a new services business that would have the freedom to partner and extend outside the operates traditional domain to react rapidly to a changing market and technical landscape. This session will examine the pros and cons of this decision process and how different operates are viewing the challenge that WebRTC opens.





## Hotel & Travel

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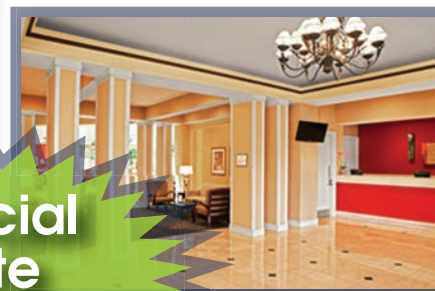
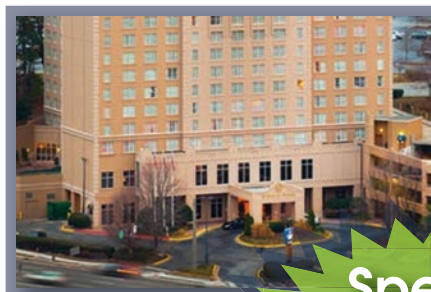
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