

HIGH-SPEED BROADBAND CONFERENCE 2011

- FROM MEGAWATT TO GIGABIT



PRACTICAL INFORMATION

Date // Thursday 8th of September 2011

Time // 9.00-16.00

Place // Radisson BLU Scandinavia Hotel Aarhus

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– FROM MEGAWATT TO GIGABIT

Experts agree that we are just at the beginning of a new technological revolution - the digital.

Politicians have pointed out the importance of a high-speed digital infrastructure as an enabler for future growth, prosperity and development of the society - both at national, European and international level.

But are the politicians putting real action behind the words and what actions are they taking? How do we promote the digital revolution? How much should the politicians really interfere in the development, when an infrastructure goes from entertainment oriented to being a critical factor for future growth and development?

These and other questions will be asked and attempted answered by a number of national and international experts and politicians in information and communication technology.

In the last 240 years the world has seen 5 major technological revolutions. Each has brought a quantum leap in the development of our society. Each technological revolution has brought a wave of development and innovation to the benefit of subsequent generations - all based on a new infrastructure.

The result of each revolution has been new products and services and improved living standards. The latest revolution - the digital - is well underway, but its full potential is far from realized. The digital revolution has only just begun.

1770s ONWARDS //
The Industrial Revolution.
The infrastructure was
canals and rivers.



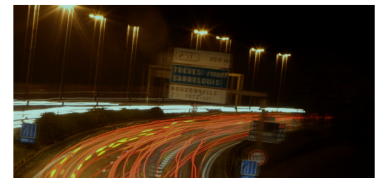
1830s ONWARDS //
The advent of steam coal
and iron. The infrastructure
was the national railways.



1870s ONWARDS //
The beginning of the
steel industry (the second
industrial revolution). The
infrastructure was the
transcontinental railroads
and the telegraph.



1910s ONWARDS //
The spread of mass produc-
tion, oil and cars. The Infra-
structure was roads and
electricity.



1970s //
The digital era. The in-
frastructure is the digital
highways.



PROGRAMME

MODERATORS // HENRIK FÖHNS (DR)
JENS GAARDBO

9.00	Registration and breakfast	
9.30	WELCOME by The Danish Energy Association	
9.40	OPENING SPEECH BY Minister of Technology Charlotte Sahl-Madsen // How High-Speed Broadband creates a digital path to growth	
10.00	KEYNOTE OECD // Social and Economic Impact of Broadband Infrastructure	
10.20	EUROPES DIGITAL AGENDA, EUROPEAN COMMISSION // The importance of next generation digital infrastructure and how to promote development	
10.40	Pause	
	THE DEVELOPMENT OF CONTENT AND SERVICES	BROADBAND IN A SOCIETY PERSPECTIVE
11.00	GOOGLE // The Useful Internet: The need to foster digital innovation	KMD // Digital welfare technology – potentials and barriers
11.20	WAOO! // Fiber as a prerequisite for consumer entertainment	GULDBORGSUND MUNICIPALITY // Telepresence between citizens and the municipality
11.40	THE DANISH CONSUMER COUNCIL // A consumer perspective on competition, prices and speed	SILICON VARDE // One gigabit role model for other municipalities
12.00	PANEL DISCUSSION	PANEL DISCUSSION
12.30	Lunch	
	THE INFRASTRUCTURE TODAY – THE NEED TOMORROW	
13.20	DIFFRACTION ANALYSIS // A birds eye view on the international fiberevolution	
13.40	CISCO SYSTEMS DANMARK // Broadband Megatrends – Today..Tomorrow	
14.00	CHATTANOOGA // The fastest and the smartest internet in the USA	
14.20	CHINA // The new fiberrevolution in East Asia	
15.00	DENMARK AS HIGH-SPEED SOCIETY: WHAT DO WE DO NOW? Political debate between Danish politicians/members of Parliament and the industry	
16.00	Closing	