

ASSOCIATION FOR MAXIMUM SERVICE TELEVISION, INC.



VICTOR TAWIL

Biography

Victor Tawil received a B.S. degree in Electrical Engineering from New York University, New York, New York in 1970, and a M.S. degree in Electrical Engineering from the University of Rochester, Rochester, New York, in 1974.

From 1974 to 1988, Mr. Tawil was employed by the Federal Communications Commission. While at the FCC, he held various positions in the Private Radio Bureau and the Propagation and Analysis Branch of the Office of Science and Technology, specializing in the area of tropospheric propagation and systems engineering.

In 1988, Mr. Tawil joined the Association for Maximum Service Television, Inc. (MSTV), an association of approximately 330 local television stations created to protect the quality of over-the-air broadcast signals. He was promoted to his current position of Senior Vice President for MSTV in 1995, from Vice President.

Victor Tawil is a member of IEEE, SMPTE, and of the FCC advisory Committee on Advanced Television Service. In addition, he is a member of the special panel that made recommendations to the FCC on an Advanced Television standard.



Christopher J. Cookson
Executive Vice President, Technical Operations
Warner Bros.

Christopher J. Cookson is Executive Vice President, Technical Operations for Warner Bros. The Technical Operations Division oversees Warner Bros. Technology and Television Operations, Worldwide Television Distribution Services, Preservations/Archiving, and The WB Network Operations. As head of the Technical Operations Division, Mr. Cookson is responsible for all video duplication distribution, video mastering, preservation/archiving and restoration of film and tape for the Company's motion picture and television divisions. Mr. Cookson is instrumental in the development and launch of DVD (Digital Versatile Disc). He reports to Barry Meyer, Executive Vice President and Chief Operating Officer of Warner Bros.

Mr. Cookson joined Warner Bros. from CBS in New York where he was Vice President and General Manager, Operations and Engineering for the CBS Television Network. Prior to that, he spent ten years at Capital Cities/ABC in a variety of capacities leading to Director of Technical Operations, Hollywood. In 1984, as Director of ABC's Olympics Broadcast Centers, Mr. Cookson was responsible for both the International Broadcast Center and the Central Facilities for ABC's Olympics coverage. He was previously Vice President of Engineering for Golden West Broadcasters in Los Angeles.

Mr. Cookson is a fellow of The Society of Motion Picture and Television Engineers, a member of The Academy of Television Arts and Sciences and served as ATAS Chairman of the Engineering Awards Committee (1995-1997), a member of the Council of Research Advisors for the Vice Chancellor for Research at University of California-Los Angeles, and a founding member of The Museum of Television and Radio Technical Council. He is also the holder of 15 U.S. patents and has been awarded two Emmys.

Mr. Cookson holds a B.S.E. degree and an M.B.A. from Arizona State University.



Biography for Mr. Lynn Claudy

Lynn Claudy is Senior Vice President of Science and Technology for the National Association of Broadcasters in Washington DC. NAB is the leading trade association for commercial radio and television broadcast stations in the United States. As head of the Science and Technology department, he is responsible for representation of the NAB in all radio and television technical matters. He joined NAB in 1988 as a staff engineer and held positions of Director of Advanced Engineering and Technology and Vice President before assuming his present position in February 1995. Prior to joining NAB, he was employed by Hoppmann Corporation, a communications systems integration firm where he held a variety of technical and management positions. He also was a part-time professor in the Physics Department at the American University in Washington DC, where he taught courses in acoustics and audio technology. Previous to that, he was a development engineer at Shure Brothers Inc., a manufacturer of audio equipment. He has a bachelor of arts degree from Oberlin College, a BSEE from Washington University in St. Louis and an MSEE degree from the Illinois Institute of Technology. He is a member of IEEE, SMPTE, SBE and AES.

Edward M. Milbourn

Biography: July 6, 1988

Ed Milbourn joined RCA Consumer Electronics in June, 1963, as a Field Engineer, having been graduated from Purdue University with Electrical Engineering and Industrial Education degrees in 1961 and 1963, respectively. He assumed the position of Manager of Technical Training in 1978 and Manager of Sales and Technical Training in 1981. He joined the Television Product Management group in 1987, when Thomson CE acquired RCA Consumer Electronics from GE. Mr. Milbourn presently holds the position of Manager, Advanced Television Systems Planning, with responsibilities including digital television and advanced display systems product management.

PAUL F. LIAO
BIOGRAPHY

A native of Philadelphia, Pennsylvania, Paul F. Liao has been involved in technology research and management for over 20 years. He received a B.S. degree in physics from the Massachusetts Institute of Technology and a Ph.D. degree in physics from Columbia University. He began his professional career at the Bell Telephone Laboratories in Holmdel, New Jersey.

In 1996, he was appointed to the positions of Chief Technology Officer for the Matsushita Electric Corporation of America and the President of Panasonic Technologies, Inc. In these positions, Dr. Liao is responsible for technology direction and R&D for the Matsushita Group in North America.

Prior to joining Matsushita and Panasonic, he held a number of positions at Bell Communications Research, Inc. (Bellcore) and Bell Laboratories including as the Vice President for Emerging Networks, a business unit within Bellcore's Professional Services organization. Other positions at Bellcore included: Division Manager with responsibility for Physics and Optical Sciences Research, Assistant Vice President of the Solid State Research Laboratory, the Network Systems Research Laboratory, and the Network Architecture and Foundations Center. At Bell Laboratories, he conducted research on nonlinear optics, laser spectroscopy, laser materials, and microstructures, and served as Head of the Quantum Electronics Research Department.

Dr. Liao has authored or co-authored more than seventy-five papers and has been awarded twelve U.S. patents. He has been quite active in numerous professional society activities. He has served on a large number of conference program and organizing committees including serving as the North American Program Co-Chairman of the XII International Quantum Electronics Conference in 1982; as the Chairman of the 1984 Gordon Conference on Nonlinear Optics and Lasers; and as the Co-Chairman of the 1989 Conference on Lasers and Electro-Optics (CLEO).

He is a past President of the IEEE Lasers and Electro-Optics Society and a former editor of the Journal of the Optical Society of America B: Optical Physics. He has been Co-Editor for the Academic Press Series entitled Quantum Electronics. Dr. Liao has also served as a member of the Board of Trustees of Brookdale Community College located in Lincroft, New Jersey.

Dr. Liao currently serves as a Member of the Board of Directors for several companies affiliated with Matsushita Electric Industrial Co., Ltd., including the Digital Video Compression Company, located in Burbank, CA; the Panasonic AVC American Laboratory, located in Burlington, NJ; the Panasonic Disc Services Corporation located in Torrance, CA; Panasonic Technologies Ventures; and Plasmaco Inc., located in Highland, NY. He also serves as a Director for Lightage, Inc. located in Somerset, New Jersey. Dr. Liao was recently appointed as a member of the FCC Technological Advisory Committee.

Dr. Liao is a fellow of the IEEE, the American Physical Society, and the Optical Society of America and was part of the Leadership New Jersey Class of 1980.

LAURIE PRIDDY

Senior Vice President of Advanced Technology & President and CEO of NDTC

Laurie Priddy is Senior Vice President of Advanced Technology for AT&T Broadband and Internet Services & President and CEO of AT&T's National Digital Television Center. In these positions, Laurie is responsible for overseeing the overall operations of the multifaceted NDTC facility, including the HITS (Headend In The Sky) digital transport and authorization service. The NDTC provides four primary functions, (1) video production, (2) post production, (3) digital compression and authorization and (4) network origination. Additionally, Laurie is overseeing the evolution and implementation of the digital set-top boxes that will be an integral part of the delivery of digital programming and information to the consumer.

Prior to this position, Ms. Priddy was Vice President, Advanced Platforms and Services for Cable Television Laboratories, Inc. (CableLabs). She was responsible for leading the OpenCable technical team in specifying the next-generation advanced digital consumer device. At CableLabs, she was also Project Director, Digital Video Technologies in their Strategic Assessment Department where she was responsible for economic and technical analysis of emerging telecommunications technologies and network architectures to provide new services over cable systems.

Laurie worked for twelve years in the telecommunications industry for Bell Atlantic and Pacific Bell where she was involved with video dialtone, personal communications services (PCS) and high speed data services.

Ms. Priddy received two patents for her work on PCS at Bell Atlantic and oversaw the development of Bell Atlantic's first residential commercial digital video platforms.

Her degrees include and M.S. in Information Networking from Carnegie Mellon University and a B.S. in Computer Science from Duke University.

The NDTC in Denver, CO, operates a 350,000 square foot facility that provides origination, uplink and production capabilities to over 70 full time networks. Clients include Fox, Discovery, Encore, MTV, Viewer's Choice, ESPN and others. NDTC also operates facilities in Los Angeles, New York and Hong Kong.

Carl J. McGrath

Carl McGrath holds the position of Vice President, Engineering for General Instrument Corporation's Digital Network Systems (DNS) business unit. He began his career at General Instrument (GI) in 1996 to lead the R&D activities for digital systems deployment. In his current position in the DNS unit, he is responsible for product and system development for digital cable and MMDS markets. Major products include digital set top equipment, headend signal processing equipment and local and national access control systems.

Prior to joining GI, Mr. McGrath had a 23-year career with AT&T and Bell Telephone Laboratories. He held positions of Director, CATV Systems development, design engineer, system engineer and engineering manager. His work included T Carrier digital transmission products, digital paired cable, coaxial and optical fiber systems, and representing AT&T on the MPEG standards body. In 1988, he started a product line for broadband analog distribution on fiber optic cable for CATV applications.

Mr. McGrath holds a BS and MSEE from Cornell University. He is a member of Tau Beta Pi, IEEE and SCTE.

W. Alan McCollough
President and Chief Operating Officer
Circuit City Stores, Inc.

Alan McCollough joined Circuit City in 1987 and was named president and chief operating officer in March 1997. In this position he is responsible for the store operations, distribution, service, merchandising, marketing, human resource and MIS functions for the nation's largest and most successful retailer of brand-name consumer electronics and major appliances.

Prior to assuming his current title, Mr. McCollough served as senior vice president of corporate merchandising. In this role, he was responsible for all merchandise selection, purchasing and inventory management as Circuit City reached annual sales of \$7 billion. His career at Circuit City also includes seven years in store operations. From 1990 to 1993, he served as president of the company's central division, one of four store operating divisions. During this period, the division grew from 46 stores to 95 stores, with three major market openings. From 1987 to 1990, Mr. McCollough held the position of general manager of corporate operations and, in this position, he oversaw the roll-out of a new point-of-sale system and established comprehensive store operating procedures.

Before joining Circuit City, Mr. McCollough spent 12 years with Milliken and Company, a textile manufacturer. His career at Milliken covered a wide range of positions including cost accountant, business manager, director of quality, manufacturing plant manager and director of marketing.

His experience includes three years on active duty with the United States Navy as operations officer on a mine sweeper.

Mr. McCollough holds a Bachelor of Science degree from Missouri Valley College and a Master of Business Administration degree from Southern Illinois University.

Mr. McCollough is married and has two daughters.

CORPORATE BIOGRAPHY

Sony Electronics Inc., 1 Sony Drive, Park Ridge, New Jersey 07656

PHIL ABRAM

**DIRECTOR OF CORPORATE STRATEGY AND BUSINESS DEVELOPMENT
SONY ELECTRONICS INC.**

Phil Abram is Director of Corporate Strategy and Business Development for Sony Electronics, Inc. His responsibilities include evaluating new business opportunities, supporting business units on the introduction of new products and technologies, and representing Sony to industry and government organizations or groups. Prior to Abram's current position, he was Director of New Business Development for the Consumer products Marketing Group (CPMG).

Abram was instrumental in the launch of HDTV. And his evaluation of the cable industry in the United States contributed to Sony's collaboration with General Instruments.

Abram has been involved in electronics and digital imaging for over 17 years. Prior to joining Sony, Abram created the Multimedia Development Center (MDC) for Sharp Electronics in Mahwah, NJ. The MDC was responsible for new product development across all of Sharp's product categories. Abram's career started with Eastman Kodak Company, where he held various engineering, business and product management positions. His last position was as Program Manager for Photo CD software and formats.

Abram holds a degree in electrical engineering from Gannon University in Erie, PA and a Masters degree in finance and accounting from the University of Rochester.

JAMES A. CHIDDIX

Jim Chiddix is Senior Vice President and Chief Technical Officer for Time Warner Cable. Mr. Chiddix is responsible for corporate engineering activities as well as research and development.

Mr. Chiddix has played a pioneering role in exploring the use of optical fiber technology in cable television systems. In 1994, he accepted on behalf of Time Warner Cable an Engineering Emmy Award for this work. He led the upgrade of Time Warner's Queens, New York, system to 150 channels (1 GHz bandwidth) using the resulting hybrid fiber/coaxial technology, and was the architect of Time Warner's Full Service Network interactive television trial in Orlando, Florida. He is currently involved in Time Warner's roll-out of cable modem and telephony services and deployment of advanced digital set-top boxes.

Mr. Chiddix, 53, has been in the cable television business for 28 years. He spent 15 years with two cable companies in Hawaii. He was also founder and president of CRC Electronics, Inc., in Honolulu, which manufactured videotape playback and commercial insertion systems. In 1986, he joined Time Warner Cable's corporate office.

Mr. Chiddix is a Senior Member and former Director of the Society of Cable Television Engineers, a Senior Member of the Institute of Electrical and Electronics Engineers, a member of the Cable Pioneers, holds a General Commercial Radio Telephone License, and is an amateur radio operator (K3TFX).

Time Warner Cable owns and manages the world's most advanced, best clustered cable television operations, with 80 percent of its 12.4 million customers in systems of 100,000 subscribers or more. It is a division of Time Warner Entertainment.

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