

## P2P MEDIA SUMMIT

### Keynote & Luncheon Speakers



**Todd Johnson** is Vice President, Broadband Content Services, for VeriSign, where he leads operations for the company's broadband content services division. A 22-year Silicon Valley veteran, he has extensive experience leading companies ranging from start-ups to multi-million-dollar technology companies, overseeing the direction of business development, strategic alliances, sales, and infrastructure operations.

Prior to his current role at VeriSign, Todd served as CEO of Kontiki, an industry pioneer in P2P video delivery, subsequently leading the company to its acquisition by VeriSign. Before Kontiki, he was president of Jamcracker, which provides software and services that enable companies to manage their on-demand delivery and software-as-a-service solutions.

While President of Jamcracker, Todd was responsible for sales, alliances, product development, engineering, marketing, and service delivery. Prior to Jamcracker, he held positions at BackWeb, a leading provider of push communications infrastructure for e-business. Previously, he directed Silicon Graphics' server solutions division, as well as worldwide marketing and communications and the industry and applications marketing organizations.

Before Silicon Graphics, Todd spent seven years at Hewlett-Packard in a number of key marketing and operations positions. He holds a Bachelor's degree in marketing from Santa Clara University.



**Allan Klepfisz** became President & CEO of Brilliant Technologies Corporation (formerly ATI) after the completion of a reverse takeover by his software company, LTDnetwork in December 2004. Allan has extensive experience in establishing new ventures in diverse industrial sectors. Immediately prior to LTDnetwork, Allan was the Founder and Executive Chairman of Advantage Australia Group. This high profile company, that rewarded Australians for buying Australian, attracted the participation of many of Australia's largest corporations, as well as praise from all the major Australian political parties and unions in a rare display of political consensus. Allan was recognized in the Australian business community as an innovative marketing strategist.

Allan's vision for Brilliant Technologies is to create a range of products that will substantially enhance the user's experience as compared with current alternatives. With QTRAX, Allan believes that users will be delivered much of what they have been seeking with free music in quality and quantity while the rights holders will be adequately compensated. Brilliant Technologies is also releasing IntelliChoice, the world's first fully automated price comparison software that will understand the pertinent product on a webpage and automatically display best available prices without the user's intervention. The company is also readying a series of other products for launch ([www.ltdnetwork.com](http://www.ltdnetwork.com)).

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**Les Ottolenghi** is the Co-Founder and CEO of INTENT MediaWorks. Les has over 20 years of experience as an entrepreneur in start-ups and as an executive in Fortune 500 companies. As co-founder of INTENT MediaWorks, he has built a company that is the leader in digital media distribution.

Les advised the White House in March 2005 on new business models and has testified before the U.S. Supreme Court (re: MGM v. Grokster) and the Federal Trade Commission regarding legitimate P2P use.

Prior to INTENT MediaWorks, Les co-founded and was CEO of AgentWare and served as Vice President of Carlson Wagonlit Travel, where he led a team that built the groundbreaking Mercavia Network, tying more than 5,000 travel agents directly to travel suppliers via the Internet.

Les earned a BA from Duke University and an MBA from Emory University's Goizueta School of Business, where he received a Woodruff Fellowship and graduated Beta Gamma Sigma. Currently, he is an adjunct professor at Emory University, teaching technology and business strategy.



**Mitch Singer** is the Executive Vice President of the Digital Policy Group of Sony Pictures Entertainment. The Digital Policy Group was formed to coordinate digital policy across all Sony Pictures' businesses. Mitch focuses on emerging and disruptive technologies and evaluates and develops adaptive business models to stay ahead of the technological curve. Mitch is responsible for developing new digital usage models that enable full consumer flexibility regarding how consumers use content, including advanced models that enable copying of premium content on PCs and portable devices, and enabling remote access. In addition to developing new consumer uses, Mitch is responsible for coordinating Sony Pictures worldwide anti-piracy activities. Managing these tools effectively will enable Sony Pictures to smoothly navigate the transition from analog to digital distribution. Mitch is also responsible for Sony Pictures' involvement in worldwide standard setting activities including, CableLabs, Coral, AACLS, DVD CCA, and others. These activities form the basis of standardizing the delivery of protected content so that consumers have a wide choice of usage models from which to choose. Mitch has been involved in digital rights management (DRM) from the launch of DVD and has been the lead negotiator for Sony Pictures in content protection technology licensing such as Digital Transmission Copy Protection (5C), Copy Protection for Pre-Recorded and Recordable Media (4C), High Definition Content Protection (HDCP), Blu-Ray Recordable and many others.

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**Reed Stager** is Chairman of the Digital Watermarking Alliance (DWA), a group of companies that share a common interest in furthering the adoption of digital watermarking, and which are actively involved in commercialization of digital watermarking-based technology, applications, systems, and services.

Additionally, he serves as Executive Vice President of Digimarc Corporation and leads Digimarc's Media and Entertainment initiatives and the company's intellectual property licensing, corporate and marketing communications, and public policy activities.

He also currently serves as Chair of the Government Affairs Committee of the Document Security Alliance (DSA), on the Board of the International Imaging Industry Association, and on the Portland Citizens Crime Commission.

Mr. Stager has over 20 years experience in high technology marketing, business development, strategic planning, services, and operations. Prior to joining Digimarc in May of 2000, he was VP of Marketing and Business Development for the PVCS Division of MERANT. Mr. Stager holds an M.B.A. from Portland State University and a B.S. in Business from Lewis and Clark College.