

# Press Release



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## **TDG's President and Principal Analyst to deliver Keynote at 2008 RICA/RTG Forum "Capitalizing on Convergence"**

November 13, 2008 (Dallas, Texas) - Michael Greeson, one of the world's leading consumer technology and digital home analysts, will headline a comprehensive examination of the power of convergence enabling incumbent carriers to expand their service offerings (while also enabling a new crop of video competitors) at next week's RICA/RTG Fall Forum.

Greeson, who founded The Diffusion Group in 2004, will deliver the opening keynote for the Capitalizing on Convergence forum during the November 19-20 event. The address, scheduled for 9 a.m. on Thursday, November 20 at the Monte Carlo Hotel in Las Vegas, will examine how the fusion of telecom, data processing and imaging technologies into one operating platform is ushering in a new era in which voice, data, and images are combined to render services to the user.

"New Internet video offerings must be viewed as both complementary and competitive," said Greeson, "and rural carriers must be prepared to embrace new video technologies to meet the evolving demands of their customers and to fend off emerging competitors."

Convergence of services, technologies and applications remains a vital yet obscure topic in telecommunications today, with the industry ever looking to adapt to new markets.

"Standing still is not an option," said Greeson. "Passivity will only make the problem worse."

For additional information relative to the RICA-RTG Fall Forum, please contact the RICA office at (866) 472-1209 or email RICA at [info@ricalliance.org](mailto:info@ricalliance.org).

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### **About TDG**

The Diffusion Group is a market planning and research firm dedicated to keeping our clients *In Front of the Curve*.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the

quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.

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