

*In-depth & easy-to-understand briefing of the language and issues comprising the Internet and E-Commerce - including the principles, infrastructure, applications, services, regulation, and emerging business models*

Benefit from special group discounts - see back page

# LIDO INTERNET ESSENTIALS™

## FOR NON-TECHNICAL PROFESSIONALS

19 & 20 June 2000 • Singapore - The Oriental, Singapore Hotel  
 22 & 23 June 2000 • Hong Kong - Mandarin Oriental Hong Kong Hotel  
 26 & 27 June 2000 • Taiwan - The Westin Taipei Hotel

LIDO's only public seminars in Asia - don't miss out

**Gain a practical and comprehensive insight of the Internet industry and master E-commerce concepts, technologies, applications and services**

Key highlights of seminar programme include:

### DAY ONE

#### Internet Basics & Applications

- @ Understanding the Internet revolution
- @ Networking basics
- @ The Internet infrastructure
- @ Internet service providers
- @ IP-based VPNs, VoIP, FoIP
- @ Emerging Internet and IP applications

### DAY TWO

#### Understanding E-Business & Broadband Networks

- @ Understanding E-business and E-commerce
- @ Broadband essentials
- @ Role of IP and ATM
- @ Emerging broadband and multiservice architectures
- @ Optical networking
- @ Broadband access alternatives
- @ Broadband wireless communications

### Who should attend:

- Telecoms & IT Business Development Managers
- Corporate, Investment & Banking Directors
- Venture Capitalists
- Lawyers specialising in Internet and E-commerce
- Sales, Marketing & PR Professionals
- Accountants & Financial Controllers
- Government Officers responsible for Internet & E-commerce
- Corporate Directors responsible for Internet & E-commerce
- E-commerce & Internet Industry Analysts & Consultants
- IT, MIS & Telecoms Professionals
- Internet Business Planners & Strategists
- Web Designers & Producers
- Entertainment & Content Industry Executives

Presented by the internationally acclaimed seminar leader and communications industry expert:

LILLIAN GOLENIOWSKI, PRESIDENT,  
 LIDO Organisation Inc., USA

[www.lidoorg.com](http://www.lidoorg.com) • [www.telecomwebcentral.com](http://www.telecomwebcentral.com)



Organized by:



Endorsed by:



Official Publications



台灣通訊

TELECOM ASIA

Visit our website at [www.iir.com.hk](http://www.iir.com.hk)

# About The LIDO INTERNET ESSENTIALS™ Seminar For Non-Technical Professionals

**Are you ready for E-business - a market predicted to reach to US\$ 1.3 trillion by 2001, and climb to US\$7.29 trillion by 2004. What is the infrastructure for an enterprise that wishes to do business over the Internet?**

An e-business enterprise must support applications for consumers, business partners, employees and corporate functions in one continuous network environment. The Internet and underlying telecommunications infrastructures are the critical enabling technologies in the networked economy of the new millennium.

Supply, demand, and finance have come together to completely change the economics of telecommunications. As a result of technology push, surge in demand, optical networking developments, advanced interactive applications, the emergence of e-commerce, the benefits of e-business, and availability of capital, communications infrastructures worldwide are undergoing revolutionary changes.

If you are new to the communications and information industry, or simply desire an understandable, yet comprehensive overview of the Internet and E-commerce, then this seminar is for you.

This two-day program is designed to provide you with a thorough foundation for understanding the principles, technologies, infrastructures, services and real world business of the Internet.

As importantly, the course will teach you how to continue learning and stay current - by identifying the resources to use on

the web in order to access information online, when you need it.

Internet Essentials™ will allow you to master the basic building blocks of key technologies, from the principles of telecommunications transmission and networking to the current and evolving nature of the broadband Internet.

You will receive a concentrated, high-level overview of the language and issues comprising the Internet and E-Commerce - including the principles, infrastructure, applications, services, regulation, and emerging business models.

Broadband technologies and Next Generation Networks concepts, issues and strategies are discussed providing a glimpse into the dramatically shifting nature of telecommunications traffic, bandwidth, applications and next generation service providers.

This up-to-the-minute seminar series explores the latest developments in communications technologies and their impact on your environment. Nowhere else will you gain such a practical and complete overview of the current and projected state of the Internet and the impact on the evolution of global information infrastructures and the digital economy.

## About your internationally acclaimed seminar leader:



### LILLIAN GOLENIEWSKI

Ms. Goleniewski lectures extensively on various telecommunications technology and management topics throughout the world. Ms. Goleniewski is the author and creator of the LIDO Telecommunications Essentials™ seminar series - offered live as well as on interactive multimedia and online ([www.telecomessentials.com](http://www.telecomessentials.com)).

Ms. Goleniewski is a judge for the Global Information Infrastructure Awards (GII Awards) cosponsored by the Clinton Administration Information Infrastructure Task Force, as well as a Founding Member for the Standard for Internet Commerce. The LIDO Organization is also a corporate member of ANCARA, the

Advanced Networked Cities and Regions Association. Ms. Goleniewski has served as a member of the MIN (Michigan Information Network) technical committee. She is also an instructor with the San Francisco State University College of Extended Learning. Ms. Goleniewski is a member of the IEEE Society and the IEEE Computer Society.

Ms. Goleniewski is active in the design, development and program participation of several major industry conferences.

Ms. Goleniewski is an Industry Advisory Board member of the ZD Comdex & Forums COMDEX conferences. She also serves as Industry Advisory Board member for ComNet Washington D.C. Past assignments include CommNet Prague, ComNet San Francisco, Pacific Bell's TEXPO, VOICE and World Trade Week.

Prior to forming the LIDO Organization, Ms. Goleniewski held the position of Telecommunications Operations Manager at the Electric Power Research Institute (EPRI), the research and development arm of the U.S. utility industry. Before joining EPRI, Ms. Goleniewski was Vice-President of Operations of a San Francisco-based telecommunications consulting firm.

Ms. Goleniewski graduated Phi Beta Kappa and Summa Cum Laude from Wayne State University in Detroit, Michigan. She holds a B.A. in Psychology and has completed numerous post-graduate studies in information technologies as well as psychology. During both undergraduate and graduate studies Ms. Goleniewski was the recipient of National Science Foundation (NSF) awards to conduct research in the area of human perception and information processing.

***"Ms. Goleniewski is a very interesting speaker... this is the most useful conference I have attended."***

L. M. Hall, Solicitor, Clifford Chance, Hong Kong

# INTERNET ESSENTIALS™ DAY ONE

## INTERNET BASICS & APPLICATIONS

One of the biggest challenges facing professionals in the infocomm sector is conquering the dense, seemingly endless, yet absolutely essential language of telecommunications.

During Day One, **Internet infrastructure communications fundamentals are presented in non-technical terms.** The focus is on developing an understanding of the forces driving the revolutionary changes in infrastructures worldwide, on providing clear explanations of communications fundamentals, the differences between circuit and packet switching, the nature

of transmission media, and the architecture of the most pervasive of telecommunications infrastructures.

Day One provides an examination of the **Internet and IP infrastructures**, including how it works, key network elements, and the nature of service providers and interconnection points. IP services and applications are also explored, covering Virtual Private Networks, Voice over IP, streaming media, a variety of emerging services, as well as the challenges these face, and how the Internet is likely to evolve into the future.

*Registration from 8.15am; seminar starts at 9.00am; lunch at 12.20pm; close at 5.00pm.*

*Morning and afternoon refreshment breaks are provided.*

### 1.1 UNDERSTANDING THE INTERNET REVOLUTION

- What is information? - the knowledge age
- Information systems trends
- Application trends
- Changing network infrastructure
- Shifts in telecommunications fundamentals
- Shifts in organizational structure
- Changing network value
- Network management trends
- Convergence - what & why

### 1.2 NETWORKING & SWITCHING MODES

- Establishing connections
- Networking modes
  - Connection-oriented vs connectionless
- Switching modes
  - Circuit-switched vs packet switched
  - Switching vs Routing
- What is Circuit Switching?
  - Definitions, generations, characteristics, trends
- What is Packet Switching?
  - Definitions, generations, characteristics, trends
- PSTN vs Internet
  - PSTN characteristics, Internet characteristics, Converging networks
- Next Generation Networks

### 1.3 INTERNET INFRASTRUCTURE

- What is the Internet?
- Internet Infrastructure
  - Clients & servers, networks (LANs and WANs), internetworking equipment (routers & switches) TCP/IP, IPv6, DNS (domain name system)
- Internet Hierarchy
  - NSPs, ISPs, OSPs, ASPs, VISP
  - NAPs, peering agreements, private NAPs
  - Internet 2, research backbones, interplanetary Internet

### 1.4 INTERNET / IP APPLICATIONS & SERVICES

- Traditional services
  - Email, FTP, WWW
- VPNs (Virtual private networks)
  - Remote access, Intranets, Extranets
- VoIP, FoIP
  - Drivers, characteristics, architectures, gateways, softswitches
- Emerging applications
  - Unified messaging, streaming audio & video, managed caching services, content management and delivery

*"The information and presentation are excellent, brought down to a technical level enough to do justice to the information, but still tangible to the "non-engineers."*

Amy Chen, Consultant,  
Coopers & Lybrand Consultants, R.O.C.

*"This has been one of the most information rich courses, I've been on. Lili is great to learn from.*

*This will help me tremendously."*

James Roberts, Applications Engineer,  
Kodak (Australasia) Pty Ltd.

### Valuable Seminar Manual:

Because knowledge work today involves constant learning, LIDO provides learning resources that will enable you to access the appropriate information at the moment you need it, long after you attend the course.

This includes the **1000+ page Telecommunications Essentials™ manual**, providing you with additional depth about the topics covered at a high-level in the class.

Internet Essentials™ is further supported by **LIDO Telecom WebCentral™ (<http://www.telecomwebcentral.com>)** - the most comprehensive telecommunications knowledge portal on the Web - offering access to over 5400 selected resources - organized and described in a meaningful context, and all in a searchable database.

International delegates, fax your registration form to +852 2219-0112  
Taiwan delegates, fax your registration form to +886 2 2707-5697

# INTERNET ESSENTIALS™ DAY TWO

## UNDERSTANDING E-BUSINESS & BROADBAND NETWORKS

Building on the foundation laid in Day One, Day Two addresses the near and distant future of telecommunications / Internet and convergence with related industries - including computing, consumer electronics, entertainment, publishing, and power utilities.

**E-commerce and E-business** concepts, issues and models are discussed providing a glimpse into the dramatically shifting nature of business processes, customer relations and revenue generation.

The evolution of **broadband** capabilities in the PSTN, Internet, Cable TV and Wireless infrastructures are discussed, with a focus on the applications scenario driving the requirement for new classes of networks, as well as technologies for enabling interactive service platforms.

These advanced applications include high-speed data transfer,

Internet and e-commerce applications, interactive visual communications, multimedia information systems, and mobility.

Broadband networking discussions include the emerging three-tiered broadband architecture (access, edge and core), the role of IP and ATM at the edge and in the backbone, the nature of the intelligent edge and the multiservice access and core, service class and quality of service definitions, and optical networking.

Day Two also covers the essentials of wireless communications and broadband wireless developments. Throughout the seminar, videos portraying networked interactive multimedia and ubiquitous computing in the new millennium are provided to help visualize life in the information marketplace.

*Seminar start at 9.00am; lunch at 12.20pm; close at 5.00pm. Morning and afternoon refreshment breaks are provided.*

### 2.1 E-BUSINESS & E-COMMERCE

- E-Business Principles, drivers and trends
- E-Business Models
  - Content aggregators, online auctioneers, exchanges, portals, infomediaries
- E-Business Providers
  - Hosting and application service providers, middleware, consultancies, service providers
- E-Business Enablers
  - Content management, product configuration, transaction platforms, supply-chain management, profiling
- E-Commerce & Security
  - Tunneling, authentication and access control, encryption standards
  - Public key management, certification authorities, digital money solutions

### 2.2 NEXT GENERATION NETWORKS

- Traffic, Bandwidth and Application Trends
- Next Generation Networks
- IP and ATM
- Broadband Infrastructure
- Intelligent Edge,
- Multiservice Access and Core
- Nextgen Telcos
- Softswitches, Evolving Signaling Standards
- QoS, policy-based management - ATM, IntServ, DiffServ, MPLS
- Optical Networking
- SDH/SONET, WDM/DWDM (IP over DWDM)
- Managed wavelength services
- Optical networking
- Asynchronous Transfer Mode (ATM)
  - Architecture, interfaces, transmission path
  - Service classes, markets

### 2.3 BROADBAND ACCESS ALTERNATIVES

- Broadband access trends
- Twisted-pair alternatives
  - HDSL, SDSL, MSDSL, ADSL, RADSL, VDSL
- Hybrid architectures
  - Hybrid fiber coax (HFCO), switched digital video (SDV)
  - Fiber-to-the-curb (FTTC), Passive optical networks (PON)
- Wireless solutions
  - DBS, MMDS, LMDS/MVDS
- Powerline

### 2.4 BROADBAND WIRELESS COMMUNICATIONS

- Wireless Data Networks - CDPD, packet radio, GSM2+
- WAP
- Satellite alternatives
- Third Generation (3G) Mobile Systems - UMTS, IMT2000

*"Excellent course material, wide coverage, presented with superb clarity and humor - good use of visuals - overall first rate."*

N. Juggins, PARIBAS, Singapore

### About the Institute for International Research (IIR):

The Institute for International Research is an independent, privately owned company with an international network of offices and events. We deliver the latest information in the form of conferences, courses, seminars, exhibitions and publications. The information can be strategic, technical or financial - whatever our market demands. Every year thousands of industry executives attend IIR's Internet, E-business and telecoms conferences and seminars worldwide. IIR's events consistently attract the support of prestigious industry associations, interest groups, user groups, leading regulatory and standards bodies.

International delegates, fax your registration form to +852 2219-0112  
Taiwan delegates, fax your registration form to +886 2 2707-5697

## Hear what past delegates have said

*"All topics were presented in a simple, easy to understand manner. Lillian's presentation skills are the best I have come across in the seminar circuits! Excellent supporting documents given for future reference."*

Jay Raman, Managing Director,  
Telecom Technology Ltd., Hong Kong

*"I received exactly what I wanted, and the presentation was exceptionally user-friendly."*

Mike Burges, Director Strategy and Marketing,  
BT Asia-Pacific, Singapore

*"Presenter obviously is expert in her field, is vibrant and the substance hit the high points of the areas that I'm interest in."*

Catherine Hawkins, Senior Government Lawyer,  
Commonwealth Attorney-General's Department

*"It refreshed my mind and gained the latest information. This seminar fulfilled my objectives."*

M.N. Ahmad, Senior Operation Executive,  
Perodua, Malaysia

## About the LIDO Organisation:

The LIDO Organization, Inc. is a global provider of telecommunications advisory, educational and knowledge services. LIDO Telecommunications Essentials™ seminars are conducted on an international basis throughout Asia, Australia & New Zealand, Europe, the Middle East, and North America. Over 16,000 executives and professionals worldwide have attended LIDO's Telecommunications Essentials™ seminars. LIDO Telecommunications Essentials™ ([www.telecomessentials.com](http://www.telecomessentials.com)) is internationally acclaimed for clearly explaining telecommunications technologies to a wide and diverse audience, and for providing a web-based knowledge center to support ongoing learning and research via LIDO's knowledge portal Telecom WebCentral™ ([www.telecomwebcentral.com](http://www.telecomwebcentral.com)).

Many of the world's leading telecommunications and IT providers are active LIDO clients, along with venture capital firms, investment bankers, legal and regulatory bodies, public relations and advertising firms, energy companies, and end users from the Fortune 500 organizations. Asia-based companies that have benefited from LIDO education include:

- ABN Amro Bank ● Allen & Overy ● Andersen Consulting ● Arthur Andersen ● Ascom ● A T & T ● Bank Lippo ● Banque Paribas ● Bechtel ● British Telecom ● Shell ● Canadian Embassy ● Chevalier ● China Motion Telecom ● Clifford Chance ● Coopers & Lybrand ● Deutsche Bank ● Ericsson ● Esso ● Fujitsu ● Global One ● HKSAR Government ● HSBC ● Hutchison ● IBM ● Intel ● Korea Telecom ● LGT Asset Management ● Logica Aldiscon ● Lucent Technologies ● Malaysia Airport ● Ministry Communications ● Ministry of Finance ● Ministry of Information & The Art ● Motorola ● National University Hospital ● NEW T & T ● Newbridge Networks ● Nortel Networks ● Northern Telecom ● Panasonic ● Paul Weiss Rifkind Wharton Garrison ● Permodalan National

## STOP PRESS... IMPORTANT ANNOUNCEMENT...

IIR's **"E-Commerce Business Asia Summit"** will be held in Hong Kong, 5th - 7th July 2000 to explore the key issues involved in formulating profitable e-strategies and e-commerce implementation. The agenda identifies practical solutions for setting up an e-infrastructure for your business - including :

- supply chain management • logistics • customer management systems

This high-level industry gathering is one of the best available forums for exchanging e-ideas and building your e-business for the future. For more information about attending, speaking and sponsoring, please contact Margaret Lau on +852 2531 6108, or visit our web-site [www.iir.com.hk](http://www.iir.com.hk)

International delegates, fax your registration form to +852 2219-0112  
Taiwan delegates, fax your registration form to +886 2 2707-5697

# Internet Essentials™ for Non-Technical Professionals

## For International Delegates

**FAX** Fax +852 2219-0112  
**Phone** +852 2219-0111  
**Email** customersvc@iir.com.hk  
**Mail** IIR Ltd, 20/F Siu On Centre, 188 Lockhart road, Wanchai, Hong Kong

## For Taiwan Delegates

**FAX** Fax +02 2707-5697  
**Phone** +02 2707-5578  
**Email** vision2000@pchome.com.tw  
**Mail** Vision Communications, 2/F 70 An Ho Road, Taipei 106, Taiwan

## REGISTER IN 3 EASY STEPS

### Your Details (Please use BLOCK LETTERS)

(Mr/Ms/Dr) Family Name \_\_\_\_\_  
 First Name \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Company \_\_\_\_\_ Department \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Postcode \_\_\_\_\_  
 State \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Facsimile ( ) \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Approving Manager's Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 HR/Training Mgr's Name \_\_\_\_\_  
 (Please photocopy for additional delegates)

### BS/H/A 333 A

### I Will Attend (Please tick)

- Singapore Event (19 & 20 June 2000)  Hong Kong Event (22 & 23 June 2000)  
 Taiwan Event (26 & 27 June 2000)

Fees	Singapore / Hong Kong	Taiwan
Two-day seminar	US\$1,595	NT\$29,500

An additional fee of US\$150 will be charged for registrations received after 5 June 2000.

**FEE:** Registration includes full lunch, refreshments, attendance at all sessions, conference documentation. Admittance will only be permitted upon receipt of full payment.

**GROUP DISCOUNTS:** Please contact IIR Customer Service for details. Delegates are entitled to ONE discount per person registration ONLY. In the event that more than one discount is applicable, delegates will receive the discount with the highest value.

**VISA:** Please ensure your visa requirements are organised prior to travelling.

Do not remove this label

### Are our records Correct ?

To change your details, please complete the form below and return it along with mailing label to the address above

- The address on the label is incorrect, please amend as follows:  
 Please send a brochure to:  
 Please add me to your mailing list  
 Please remove my name from your mailing list

(Mr/Ms/Dr) Family Name: \_\_\_\_\_  
 First Name: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Facsimile ( ) \_\_\_\_\_  
 Email: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### Nature of company's Business:

- Telecom Operator  ISP / ASP  Financial  Telecom Manufacturer  
 Consultant /Advisor  Government  Logistics  others \_\_\_\_\_

### Area of Interest:

Please  tick relevant box to indicate method of payment (Please indicate delegate name & seminar code)

### For International Delegates

**(a) Bank Transfer**   
 Bank transfer should be made to: Account Name: **IIR Limited**  
 Payment In **US\$** or Account Number: **004-002-4-814808**  
 Payment In **HK\$** Account Number: **004-111-214698-001**  
 Bank Address Hongkong and Shanghai Banking Corporation Ltd,  
 1 Queen's Road Central, Hong Kong.

PLEASE indicate delegate name and seminar code **BS/H333**

**(b) Cheque or Bank Draft**   
 Please make your crossed cheque or bank draft payable to **IIR Ltd** in **US\$** or **HK\$** only.  
**If you want to pay in HK\$, Please contact IIR customer service for standard exchange rate.** PLEASE mail your cheque or bank draft and registration form (including mailing label) to Customer Service, IIR Ltd, 20/F, Siu On Centre, 188 Lockhart Rd, Wanchai, Hong Kong.

**(c) Credit Card**   
 Card Type:  VISA  AMERICAN EXPRESS  MASTERCARD  Diners Club International  
 Card Number \_\_\_\_\_  
 Cardholders Name \_\_\_\_\_  
 Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

### For Taiwan Delegates

**(a) Bank Transfer**   
 Bank transfer should be made to: Account Name: **Vision Communications**  
 Payment In **NT\$** Account Number: **27033022919**  
 Bank Address United World Chinese Commercial Bank (An Ho Branch)  
 No. 92, Sec 2. An Ho Road,  
 Taipei 106, Taiwan

PLEASE enclose a copy of your bank's receipt with this form to avoid any possible confusion. PLEASE indicate delegate name and seminar code **BA333**

**(b) Cheque or Bank Draft**   
 Please make your crossed cheque or bank draft payable to **Vision Communications** in **NT\$** only.

**(c) Credit Card**   
 Card Type:  VISA  AMERICAN EXPRESS  MASTERCARD  Diners Club International  
 Card Number \_\_\_\_\_  
 Cardholders Name \_\_\_\_\_  
 Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

## HOTEL INFORMATION

To make a room reservation, please contact the hotel directly

**SINGAPORE** - The Oriental, Singapore  
 5 Raffles Avenue, Marina Square, Singapore 039797  
 Tel: +65 338-0066 • Fax: 65 339-9537  
 Room Rate: Rooms from S\$ 185+++ per night subject to availability

**HONG KONG** - Mandarin Oriental  
 5 Connaught Road, Central, Hong Kong  
 Tel: +852 2522-0111 • Fax: +852 2810-6190  
 Room Rate: Rooms from HK\$ 1,300+++ per night subject to availability

**TAIWAN** - The Westin Taipei  
 133, Sec. 3, Nanking E. Road, Taipei, Taiwan 104  
 Tel: +886 2 8770-6556 • Fax: +886 2 8770-5765  
 Room Rate: Rooms from NT\$ 4,500+++ per night subject to availability

Cancellations: All cancellations of registration must be made to the relevant office in writing. If cancellations are received: (a) more than 14 days before the conference a full refund of the conference fee, less 10% administrative charges will be given • (b) 7-14 days before the conference a 50% refund of the conference fee and a set of documentation will be given • (c) less than 7 days before the conference no refund will be given but (i) a substitute delegate is welcome to take your place or (ii) you may credit your registration to a future IIR conference.