

# NEWSLETTER



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## Competition for TV

### One Year Later

Our July 2006 Newsletter featured an article in this space explaining how telephone companies were leading the efforts towards new rules for competition. In this issue we look at IPTV a year later.

While IPTV is still looked at as the delivery tool that will provide full interactive content service to end users, a year later the technology is still considered an emerging technology. According to an early 2007 study by Infonetics Research, there were only 7 million IPTV subscribers worldwide by end of 2006. However, this number is growing with an expectation that it will jump to as many as 48 million by 2010.

The telco challenges for implementing IPTV are considered very difficult. However, with cable operators still taking big bites out of the telco 'cash-cow' voice service revenues, telcos are moving fast in their efforts to meet these

## APT - Active in the Industry

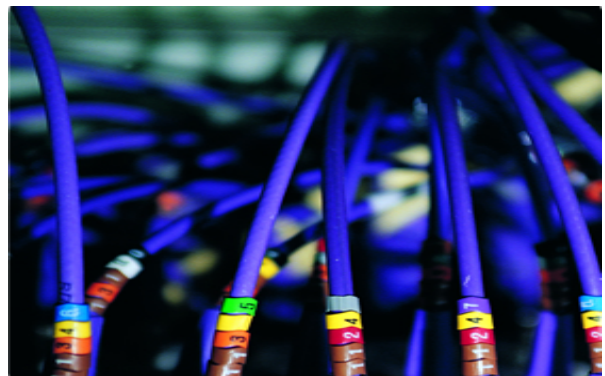
When you consider our motto..."if our students are successful, we are successful", it is easy to see why we at Applied Professional are always actively participating in industry technology and Union events such as IEEE, SuperCom and most all CWA National and Regional conferences. As always, our goal is Quality in all we do. Attending and participating in these types of events allows us to stay on top of current and emerging technologies where we take key learning points back to our developers to incorporate into our course

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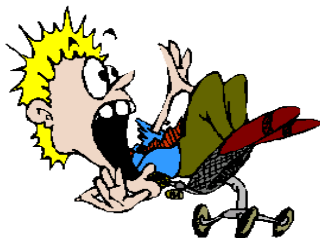
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challenges. The focus now is on the efforts of the two largest carriers: AT&T and Verizon. All eyes are on these telcos. Verizon has taken an aggressive approach with their FTTP FiOS offering that uses a Radio Frequency overlay architecture to provide TV service over fiber. In doing so, they are putting "hooks" into place to get to IPTV once they are ready. A more conservative approach is taken by AT&T using existing "last mile" copper with FTTC/FTTN and VDSL2 bonding in existing markets, and FTTP only in new build markets. These strategies, so far, seem to be successful with Verizon adding 141,000 new FiOS customers in 1Q07, and AT&T forecasting 30 new markets by end of this year. We know that IPTV is something consumers value and are willing to pay for. For this reason, IPTV is still regarded as one of the highest growth segments, and why there is not a single tier-1 telco in the world that does not have a strategy for IPTV. For telco employees this translates into the need for knowledge and skills in IP technology. ➤



## New APT Website!

Well, it seems a long time coming, but APT's new website is just about ready. We're talking major changes here with a price tag that just about knocked our boss right out of his chair. Actually, I think it did knock him out of his chair.



Within the next week or two, and probably already available as you read this article, our new website at [www.aptc.com](http://www.aptc.com) will provide not only for improved internal communications, but also for improved communicating and interacting with our students and our customer contacts. Our

## “New” Multi-Media Universal Technician (MMUT) Course

On page 1 you'll read about competition for IPTV. APT has developed, and is now offering, a new course called **Multi-Media Universal Technician (MMUT)** that addresses the knowledge and skills needed for tomorrow's technicians to install the full interactive content services like VoIP and IPTV. This course provides you with comprehensive understanding of how to install and terminate coax and twisted-pair cables at a customer's premise, including the industry standards they need to follow for these installations. This course is intended for those looking to gain insight as to

*“Gain comprehensive understanding of how MMUT training can help you gain the skills and knowledge you need to fit into the “Triple Play” environment ”*

new website design includes the following:

- Online Registration
- Curriculum review; with sorting by course, title, schedule and location
- Secure online payment option
- Newsletters Review
- Online Courses (Electric Power now, telecom is coming)
- Training Audits and Assessment
- Consulting Services
- and much more!

AND....while our boss is still in rehab recovering from sticker shock, we're busy thinking up ways to make our new website even better. In fact, we welcome any suggestions from you, our students, as to how our website can help us meet your needs. Please email us at [www.aptc.com](http://www.aptc.com) with any suggestions; and please accept our thanks for any feedback you provide. ➤

the triple play environment and the skills required to make triple play work at the users end. This course includes:

- Extensive hands-on activities in cabling standards, methods, tools and procedures
- In-class certification exams and labs for ETA RESI Certification and ETA and ACES Data Cabling Certifications
- College credits through American Council on Education (ACE)
- NEC Low-Voltage rules
- Regulations and Structured/Non-Structured wiring standards and techniques.

Please see “New” MMUT Course on page 5

## What's new at APT?

Once again, I can report that this past year has been pretty busy. Our instructor staff has rapidly expanded to support our growing customer base, and our course load has grown in just about all market areas; especially in the former BellSouth and Qwest territories. Examples of our successes are:

- Completion of our degree granting application process with the Distance Education and Training Council (DETC).
- Moving into a new permanent location in Carlsbad, CA

Our goal is to offer an Associates Degree in Applied Sciences-Telecommunications Technology. We will continue to offer highest quality skills training through our vocational program. At that time you will have the option of completing APT education courses towards a college degree.

ACE College credits for our vocational courses will also continue to be an option. Skills focused training will always be an important part of all of our programs.

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## TIA CTP / ETA B-VoIP

### APT now a recognized TIA CTP Training Partner

The Telecommunications Industry Association (TIA) offers Certification as a Convergence Technologies Professional (CTP). Applied Professional Training is now in partnership with ProSoft to offer this TIA CTP Certification.

We started CTP training last year with classes in the Pacific Northwest Qwest area. However, because of our quality focus, we've taken a short hiatus from offering this training for the reason that TIA has decided to revise their training course from an initial 2004 version to a new 2007 training course. Therefore, in keeping with our efforts to provide the best training available, and since the

Our Applied Professional Training Certificate in Telecommunications will continue to be an important offering.

- We have added VoIP, IPTV and, very soon, MMUT to our curriculum throughout the U.S.
- We are near completion of our Multi-Media Universal Technician (MMUT) course. This course will focus on residential installation of multi-media services and will offer the ETA RESI, and ETA and ACES Data Cabling Certifications. WOW!
- We have doubled our instructor staff with emphasis on instructors with prior teaching experience, prior Telco technical work experience, and technical degrees.
- We are very close to completing a new

Please see *What's New?* on page 4

designation "2007 Certified" will be on the CTP Certification certificate, APT has decided to discontinue offering the old course and instead wait for the new material. With the new and emerging technologies in today's "triple play" environment, the changes in the new course are extensive. As a quality effort, we wanted to be sure our training was designed around this new course, and we want our students to earn the "2007 Certified" designation. As CTP Certified you have proven your skills in the following:

- Industry Standards
- Infrastructure

Please see *CTP/VoIP* on page 4

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materials and lab exercises. In addition, attending these events is an excellent way to meet you, our clients, and to better understand your needs and goals.

Finally, through these events we are provided with an opportunity to show off. Our excellent sales representatives are always accompanied by one or more technical instructors who are there to help you with explanations on course objectives and lab procedures, and they provide demonstrations such as fusion splicing that is performed in our fiber optics labs, and wiring of T1 circuits in our COT course equipment bays. Together, our sales staff and instructors can help you understand how

*CTP/VoIP* from page 3

- TCP/IP with focus on Internet Protocol
- Network Topologies
- Basic Telephony
- Voice over IP
- Topology Convergence
- Troubleshooting Techniques

However, we even went a step further. APT is in the process of writing our own course material to prepare you to pass the 2007 CTP exam, but

*What's New?* from page 3

interactive website that will provide for online registration, online payment, and many other new bells and whistles.

- We are now recognized as a TIA CTP Training Partner with ProSoft
- We have added multiple laboratory sets to our inventory to support our increasing number of fiber optics, VoIP, COT and IPTV labs.
- We have implemented a Quality Assurance program for in-class instruction to ensure that our instructors are meeting the needs of our students.

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different technologies fit into your plans and your goals. On the technology side, our instructors and staff stay involved with the industry through activities such as follows:

- IEEE Fellowships & involvement in Standards Committees
- Product and Service Reviews for IEEE
- Authorships of technical White papers
- Wiley technical publications
- Membership with American Society for Training and Development
- And many other training and education activities with academic universities and colleges.

At APT, when we say "quality"...we mean **"QUALITY!"**

since CTP is focused on convergence technologies, we are including the preparation to also pass the Electronics Technicians Association Broadband-VoIP Technician Certification exam as an additional option. In fact, we will proctor the ETA VoIP exam in class at the end of the course. Be on the lookout for the new APT CTP/VoIP course in late summer of this year. 🐣



- We are continuing our efforts to participate in industry events. Our President and CEO, Steve Blume completed an 8-hour presentation at the recent IEEE Power Engineering Society convention that was so well received it has been translated into French, Portuguese and Spanish.

We're busy alright...but busy for you. 🐣

At APT, when we say "quality"...we mean **"QUALITY!"**

*“New” MMUT Course from page 2*

- Interactive leader-led instruction and review on media and transport technologies such as HDTV, SDTV, Internet, Telephony and others
- Interactive leader-led instruction and review on General OSHA safety procedures associated with residential and commercial wiring
- Use of tools and test equipment associated with installation, trouble-shooting and testing

The question you can ask is: *“How can MMUT training benefit ME?”*

Examples of MMUT Course objectives include the following:

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- List the commonly used cable technologies and topologies for residential and commercial use
- Describe criteria for designing cabling infrastructure for both structured and non-structured networks
- Identify the basic elements and requirements for telephony, video, data networks, CCTV and CATV
- Identify the NEC low-voltage requirements for residential and commercial buildings. Help prepare for local certification testing.
- Demonstrate proper cabling splicing and connector termination procedures via hands-on lab

The MMUT course is designed as 40 hours of classroom instruction delivered over ten 4-hour sessions. ➤

## Don't Forget the Basics

**“Give the man a fish, and you feed him for a day. Teach the man to fish, and you feed him for a lifetime.”**

Most of us have heard this saying, and when it comes to technology training this is what we at APT are trying to do....teach you to fish. But how do you teach someone to fish if they don't even know that to fish you need a fishing pole?

As we continue to add to our curriculum with new courses, one of the emerging trends we've noticed is the tendency for many of our students to want to do just that...go fishing without a pole.

With our additions of Voice over IP, IPTV, Convergence Technologies, MMUT and many of our other “top shelf” training products, it becomes easy to decide to enroll into one of these “exotic” courses because these are the big focus items that are your company's products

and services...the triple play products. Well, we certainly understand the need to keep up with the new technologies. What we must all remember, however, is that in order to understand the complex technologies that define these courses, there is a need to first understand the basics of technology; to understand that not only do you need that fishing pole, but you also need to know how to use it. This is especially true when it's your first time “in the fishing boat”.

Don't get us wrong...we are very excited and proud that you are interested in our “top

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**Motto**

*"If our students are  
successful, then we are  
successful"*

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*We're on the Web!*

*Visit us at:*

[www.aptc.com](http://www.aptc.com)

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shelf" training. However, what we would like to encourage you to do, especially if you are new to technology and are trying to move to technical job titles for the first time, is to think about your technical experiences and backgrounds. Ask yourself: "Am I really ready for a VoIP course?"

Maybe you should think about learning to catch that lake trout before going down to Cabo after that big Pacific Blue Marlin. Maybe our Data Communications course can serve as that lake trout in order to prepare you for that big IPTV or VoIP course. Maybe even a course in Basic Electronics as an appetizer.

So, while we certainly want to enroll you into our "top shelf" stuff, take a minute to think about your long term needs. When you build a house or a building, and you want it to last a long time, you build it on a strong foundation. We would like to you to consider that learning the basics of technology will provide that strong foundation. It will prepare you for anything you want to learn down the road...even the "top shelf" stuff

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