10G CHALLENGE FAQ

What Is The 10G Challenge?

We want to inspire the next generation of innovators to create the future that leverages the 10G broadband network. There are few experiences that take advantage of the 1G symmetrical service that is available today. It's important that we begin making the general public aware of what an extended broadband network could offer to encourage new experiences and swift adoption.

We want people to envision what 10G technology could enable and see connectivity as a tool to help solve real-world problems. Additionally, we want to demonstrate that we've always built the network ahead of the experiences that become available to us. This will provide the cable industry with examples that will excite people about "what's next" and how the industry can get us there.

The 10G Challenge was created by CableLabs, in collaboration with industry experts, to inspire innovators to leverage the emerging 10G network. The Challenge is designed to support developing technologies, services and applications that will rely on the network of the future.

CableLabs, a leading innovation lab, is committed to helping advance R&D and collaboration for a 10G future. We are innovators helping innovators accelerate the delivery of technologies that impact the world.

The 10G Platform

What is 10G?

10G is the broadband network of the future that will deliver internet speeds of 10 gigabits per second, with the power and capacity to support whatever the future holds. 10G will offer speeds ten times faster than the fastest internet currently available. Think of all the technologies that have become possible since the days of dial up! The improved reliability, security, speed and latency of the 10G network mean that the future is just around the corner.

The 10G platform is a combination of technologies that will deliver internet speeds 10 times faster than today's networks and 100 times faster than what most consumers

currently experience. Not only does 10G provide faster symmetrical speeds, but also lower latencies, enhanced reliability and better security in a scalable manner. It is a new, powerful broadband network that serves as a platform for innovators to develop new solutions that impact the way we live, work, learn and play.

Why do we Need 10G?
Our digital future will stall without a platform that can meet our needs. While we don't know what the next trend will be, we do know the internet will be central to it. By advancing device and network performance to stay ahead of consumer demand, 10G will enable a myriad of new immersive digital experiences and other emerging technologies that will revolutionize the way we live, work, learn and play.

What Does the G Mean?
Unlike mobile wireless networks where the "G" stands for "Generation," the "G" in 10G refers to gigabits. In 1995, internet speeds were limited at 145 megabits per second (mbps). There are one thousand megabits in a gigabit.

The 10G Challenge

Who is a Good Fit for This Challenge?
You might be a good fit for The Challenge if:

- You are a legal resident of the United States or Canada (excluding Quebec), age 18 or older.
  You have a vision for the future and the technology that will make it happen.
- Your technology would use 1G to 10G internet as a foundation.
  You are a technology company in the "incubator" stage and are looking for funding.
- You are a student, professor or class at a university looking to challenge yourself to innovate for the future.
- You are an innovator, a maker or someone who is working on the next big thing in your garage.

What Are the Submission Categories?
There are four categories; LIVE, WORK, LEARN and PLAY.

- The **LIVE** category, judged in part by Mayo Clinic, focuses on technologies that will improve healthcare.
- The **WORK** category, judged in part by Corning, focuses on technologies that can make us more productive professionals.
  The **LEARN** category, judged in part by Zoom, centers on technologies that make education easier and more effective.
- The **PLAY** category highlights technologies that will make entertainment more immersive.

Who Decides the Winners?

The contest has four categories: live, work, learn and play. One winner will be chosen for each category as well as a Grand Prize Winner and a People's Choice Winner. The category winners will be narrowed down by industry experts for that category. From there, business leaders will choose a winner for each category as well as the Grand Prize Winner. The People's Choice Award Winner will be selected by business leaders from one of the top three video submissions that best fits the 10G Challenge criteria and receives the highest number of votes on our online voting platform.

How/When Do I Apply?

Apply at www.10GChallenge.com.

Timeline

- **October 12, 2021**   Official launch at SCTE Cable-Tec Expo 2021
- **October 20, 2021**   Virtual Press Conference
- **July 1, 2022**   Deadline for submissions
- **July 1-22, 2022**   Industry experts recommend top finalists in their category
- **July 29, 2022**   Business Leaders choose winners
- **August 2022**   Winners notified
- **September 2022**   Winners present/demo at SCTE Cable-Tec Expo 2022

What Do Winners Receive?

Six winners will be chosen: One Grand Prize Winner, one winner in each category and a People's Choice Winner.

The Grand Prize Winner will receive:

- $100,000 USD cash prize
- The opportunity to present their technology at SCTE Cable-Tec Expo 2022

- Air transportation, conference passes and hotel expenses for two, up to $5,000 USD
- Introduction to industry professionals at SCTE Cable-Tec Expo 2022
- Various publicity through CableLabs

The four category winners will receive:
- $50,000 USD cash prize
- The opportunity to present their technology at SCTE Cable-Tec Expo 2022
- Air transportation, conference passes and hotel expenses for two, up to $5,000 USD
- Introduction to industry professionals at SCTE Cable-Tec Expo 2022
- Various publicity through CableLabs

The People's Choice Winner receives:
- $10,000 USD cash prize

Contact
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