

Dr. Richard R. Green
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Richard R. Green is a Senior Research Fellow at Silicon Flatirons Center and the former President and CEO of Cable Television Laboratories, Inc. (CableLabs®). In his position as President, he led the research and development organization responsible for charting the cable television industry's course in technology. Green served in this role for the past 20 years. Under Green's leadership, CableLabs managed key technology developments that have helped the cable industry expand services to include high speed data delivery and telephony, new business lines that generate \$15 billion and \$5 billion annually, respectively. The development of the Data over Cable Services Interface Specification (DOCSIS™) has resulted in cable's dominance of the High-Speed Data market in North America and the retail availability of high-speed cable modems. The data service provides a base for a successful and growing business in telephony for the cable industry. Of current importance is the deployment of interactive television services including targeted advertising and web-based video services now being deployed under the advanced digital devices (OpenCable™) project. Other initiatives focus on sophisticated use of packet technology on cable systems to deliver multimedia services (PacketCable™), extending DOCSIS into the home (CableHome™), Go2BroadbandSM, an industry-wide service locator, and CableB2B, an initiative to support the automation of regular, day-to-day business communication between cable system operators and Internet content providers. Prior to CableLabs®, Green held the position of senior vice president of Broadcast Operations and Engineering at the Public Broadcasting Service where his contributions included construction of national network origination and transmission facilities. He was instrumental in establishing Public Broadcasting as a leader in High Definition Television and digital audio transmission technology. A native of Colorado Springs, Green holds a B.S. degree from Colorado College (1959), a M.S. in physics from the State University of New York in Albany (1964), and a Ph.D. from the University of Washington (1968).