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The 29th **Pacific Telecommunications Conference & Exhibition** is under way this week at the **Hilton Hawaiian Village** with thousands of visitors in town for the event.

Organizers said Monday there are more than 950 delegates of whom more than 500 are senior vice presidents or above, including about 75 telecom CEOs, plus thousands more attending or supporting ancillary events.

"Traditional telecom is under siege," PTC conference chairman Ken Zita said. "Value chains are in turmoil. Competition comes from all quarters. Network scarcity is giving way to bandwidth abundance. Predictable earnings are jeopardized by the uncertainty of on-demand services. While application and content services are growing more valuable than transport and access."

His conclusion, which also is the official theme of this year's conference: "It's the end of the world as we know it."

The 2007 conference has expanded beyond the traditional scope of telecoms pipeline issues to include discussion of the devices that connect to them. One Tuesday keynote session, for example, was "Incredibly Cool Broadband Devices."

But scheduled at the same hour was more traditional PTC fare, "Strategic Challenges of Converged Services."

David Lassner, chief information officer of the **University of Hawaii** and chairman of the PTC board of governors, is scheduled to lead a closing plenary session Wednesday. Gordon Bruce, chief information officer for the City and County of Honolulu, is planning to join a panel on municipal wireless on Wednesday.

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