



5th Annual AdvancedTCA Summit & Exhibition • October 27-29, 2009 • Santa Clara Convention Center • Santa Clara, California

## Attend AdvancedTCA Summit 2009 - Learn what you Need to Know!

Now is the time to learn how AdvancedTCA and MicroTCA, the emerging **standard platforms** for communications are revolutionizing the telecom and embedded systems industries.

*“Adoption of AdvancedTCA technology promises to be a strong trend for the telecom industry. Leveraging a standardized carrier-grade platform for a broad range of applications helps vendors and service providers accelerate innovation cycles while lowering cost.”*

– Raymond Keneipp, Current Analysis

Learn how these PICMG specs can handle the latest processors, the newest interfaces, and the most demanding high-availability applications including routers, switches, security devices, access devices, base-stations, telephony systems, and much, more! See it live and working in a real world environment with our AdvancedTCA Interop Demo.

**Get the latest information from the world's leading experts – from overviews to implementation specifics.**

You'll have plenty of opportunities to ask questions, see the latest products, meet key people, and participate in important discussions. Hear from industry leaders - Intel, Cisco, Emerson Network Power, Kontron, Alcatel-Lucent, Freescale, RadiSys, Wind River, Enea, Interphase, Continuous Computing and other leading edge companies.

### **Why you should attend AdvancedTCA-MicroTCA Summit 2009:**

1. Learn how to use AdvancedTCA and MicroTCA in developing next-generation networks
2. Hear about how you can develop wireless systems using AdvancedTCA and MicroTCA
3. Visit the AdvancedTCA-MicroTCA Interop Demonstration – see it live!
4. Learn from experts about how to design, debug, and test AdvancedTCA hardware.
5. Find out what's new from the trade organizations that are leading the way to standards-based platforms: CP-TA, Service Availability Forum, SCOPE, RapidIO Trade Association, Power.org and Open SAF.
6. Identify major market trends in AdvancedTCA, MicroTCA and associated specifications.
7. See the latest AdvancedTCA and MicroTCA products from leading vendors.
8. Meet with potential partners, distributors, consultants, and solution providers.

## Hear clear direction from keynote speakers!

**Office of the Secretary of Defense:** *US DoD Priorities and Reform Under the Obama Administration*

**BAE Systems:** *AdvancedTCA/MicroTCA and Department of Defense: Challenges and Opportunities*

**Intel Embedded and Communications Group:** *The Multi-Core Solution*

**Emerson Network Power:** *Three critical factors to ATCA adoption for the Military*

## Talk with the experts • See the latest products • Meet key people

You'll come away with the ability to make informed decisions about implementing AdvancedTCA choosing the right interconnect, using AdvancedMCs and MicroTCA, and implementing high-performance, high-reliability AdvancedTCA-compliant systems.

### Forums – Tuesday, October 27

Next-Generation Cooling • Developing Wireless Basestations  
AdvancedTCA/MicroTCA in Server Applications • Multicore Technology

### Tutorials – Wednesday, October 28

Introduction to AdvancedTCA/ MicroTCA • AdvancedTCA/MicroTCA Hardware Development  
AdvancedTCA/MicroTCA System Integration Pt. 1 and Pt 2

### Presentations and interactive sessions

Special Open Tutorial on Developing Next-Generation COTS Solutions (10 Gbps and Above)  
Top Ten Things You Need to Know About AdvancedTCA and MicroTCA Today  
Market Research Session: State of the AdvancedTCA and MicroTCA Markets  
The Users Talk Back!  
Beer, Pizza, and Chat with the Experts  
60 AdvancedTCA/MicroTCA Design Tips in 60 Minutes  
Open Sessions on Hardware, Applications, and Security

“AdvancedTCA and MicroTCA are far more than just the most exciting things to happen in the board business since VME. They are, in fact, the most important developments ever. For the first time, we have a complete ecosystem of customers and vendors working together to specify, implement, and apply the new technologies.”

– Lars Larsson, Modt AB

### Who should attend?

- **Telecom equipment providers** that are planning to develop new carrier-grade systems or are interested in the benefits that companies are already gaining from using ATCA, MicroTCA, and AMC modules together with third-party software - and how they might be adopted in their own system development.
- **Carriers and other service providers** who need visibility into the advantages for themselves and their suppliers that ATCA and MicroTCA based platforms can offer, enabling them to reduce the total cost of ownership for systems delivering a range of next-generation services.
- **Financial analysts** who need to update their understanding of the impact ATCA, MicroTCA, and off-the-shelf software is having on the way equipment providers are developing carrier-grade systems, and which vendors are best placed to capitalize on increased carrier spending on converged service delivery.