

FOR IMMEDIATE RELEASE

AdvancedTCA Comes of Age at the AdvancedTCA Summit

Keynote Speakers from Intel, Motorola, Freescale Semiconductor, and Wind River Highlight Emergence of AdvancedTCA as the new standard platform for Telco Systems

September 26, 2005, San Diego, CA – Keynote addresses from Intel, Motorola, FreeScale Semiconductors, and Wind River will highlight the AdvancedTCA Summit (www.AdvancedTCASummit.com). The Summit is the first standalone conference addressing a potential \$35 billion market. AdvancedTCA is already gaining wide acceptance from telecommunications carriers worldwide, and is having a major impact on 3G Wireless and next-generation VoIP equipment.

The Summit will be held on December 6-8, 2005 at the Wyndham Hotel in San Jose, California. AdvancedTCA is a modular platform developed as the successor to CompactPCI for telecommunications applications. Its mezzanine-level companion AdvancedMC, along with the MicroTCA backplane specification, promise to open up new markets in areas such as networking, storage, industrial control, process control, instrumentation, military/defense systems, medical equipment, and broadcast equipment.

Conference sessions and tutorials will provide attendees with the latest information on AdvancedTCA hardware, software, interconnects, and system development. AdvancedTCA Summit keynote speakers will include Anthony Ambrose, General Manager, Communications Infrastructure Group, Intel Corporation; John Fryer, Director of Switched Platforms Operation Marketing, Motorola; John Round, Fellow of Technical Staff, Freescale Semiconductor; and John Fanelli, Vice President of Product Planning, Wind River.

The Summit will include an introductory tutorial and tutorials on switching, AdvancedMC/MicroTCA, best practices for system development, and system design. Sessions will cover switch fabrics (Ethernet, InfiniBand, RapidIO, and ASI), standards, hardware, software, Advanced MCs, power and cooling issues, shelf management, high-availability systems, backplane design, applications, and the future of AdvancedTCA. There will also be a special keynote on RapidIO, plus open sessions on PCI Express and middleware. The Summit will include an evening beer and pizza roundtable on "What is the Key to Making AdvancedTCA Succeed?"

“Analysts such as Crystal Cube Consulting expect that AdvancedTCA will be a \$35 billion market by 2008,” said Dr. Lance A. Leventhal, Program Chairperson of AdvancedTCA Summit. “This market is moving away from proprietary systems toward standards-based platforms that allow telecommunications carriers to deliver new services faster and cheaper and with greater flexibility and scalability.”

Full conference attendance is priced at \$1,295 with discounts for early registration. Registration for exhibits only is free until November 10, 2005. For further information, please visit: <http://www.AdvancedTCASummit.com>

For exhibiting and sponsorship opportunities at AdvancedTCA Summit, contact Rudy Gentry at rudy@AdvancedTCASummit.com or 707.987.2153.

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