



CONFERENCE CONCEPTS, INC.



**SECOND ANNUAL ADVANCEDTCA SUMMIT TO PRESENT LATEST DEVELOPMENTS
IN ADVANCED TELECOMMUNICATIONS COMPUTING ARCHITECTURE**

Complimentary Registration Offered to Press and Analysts

August 29, 2006, San Jose, CA – The second annual AdvancedTCA Summit, to be held at the Santa Clara Marriott Hotel on October 17-19, 2006, will present the latest developments of the Advanced Telecommunications Computing Architecture – the new PICMG standard platform for telecommunications applications. Produced by Conference ConCepts, Inc., the Summit will feature presentations, exhibits, and tutorials from over 100 of the industry’s leading firms, including Intel, Motorola, Lucent Technologies, Alcatel, and many more. Top Industry trade organizations, including the Ethernet Alliance, the Communications Platforms Trade Association, and the SCOPE Alliance, will also make presentations. Complimentary registration for press and analysts is available on the website: www.advancedtcasummit.com.

“There has been a tremendous amount of activity in the last year,” said Dr. Lance Leventhal, AdvancedTCA Summit Program Chairperson. “AdvancedTCA has been widely accepted by many major telecom equipment manufacturers. The MicroTCA and ATCA300 specs have been approved, and leading manufacturers have announced products for the market. The Communications Platforms Trade Association recently announced an ambitious testing and certification program, and there will be more announcements at the Summit.”

The Summit will begin with a half-day introductory tutorial, followed by a series of tutorials on software, hardware, and best practices for system development. Other sessions will cover AdvancedMC, MicroTCA, best practices, hardware, software, power and cooling issues, and applications.

Some of the special offerings at AdvancedTCA Summit 2006 will include:

- A tutorial on AdvancedTCA Software Development with speakers from OpenClovis, Service Availability Forum, Flextronics, Enea, GoAhead Software, and QNX
- An Open Tutorial on AdvancedTCA System Design
- A tutorial on Software for High-Availability Systems presented by the Service Availability Forum
- New sessions on Triple-Play Networks, Networking Issues, and ATCA300
- A Market Research Session on the State of the AdvancedTCA and MicroTCA Markets by Venture Development Corporation

- A Venture Capital session in the Telecom Equipment Industry, featuring leading VCs and a 1-page business plan contest that exhibitors can enter
- Workshops by the Ethernet Alliance, Communications Platforms Trade Association, and SCOPE Alliance
- Keynote speeches by Jim Kober of Intel, John Fryer of Motorola, John Round of Freescale, and Rob Piconi of Lucent Technologies

Workshops will cover 10-Gig Ethernet, certification and interoperability, shortening design cycles, MicroTCA in next generation networks, and profiles for standard platform components. This year's Summit will feature a greatly expanded exhibit area, and a Beer and Pizza Roundtable ("Can AdvancedTCA Handle Triple-Play Networks"). Full conference information is available at www.advancedtcasummit.com.

About AdvancedTCA Summit

The AdvancedTCA Summit is the only conference dedicated entirely to this emerging standard platform for telecommunications. The Summit features tutorials, workshops, paper and panel sessions, keynotes, and exhibits. Subjects include hardware, software, design methods, applications, standards, interfaces, design methods, and market research. The AdvancedTCA Summit also covers related standards such as AdvancedMC, MicroTCA, and ATCA300. The Summit is produced in cooperation with such organizations as PICMG (PCI Industrial Computer Manufacturers' Group), CP-TA (Communications Platforms Trade Association), SCOPE (network equipment providers), SAF (Service Availability Forum), and the Ethernet Alliance. For more information visit www.advancedtcasummit.com

About Conference ConCepts, Inc.

Founded in 1994, Conference ConCepts is a full-service professional conference and association management company that provides extensive capabilities in all aspects of technical conference management. Conference ConCepts develops and produces events both on its own, and in partnership with associations, corporations, and publishers. The skill sets of the company's employees and contractors, representing over 200 cumulative years of experience, enables Conference ConCepts to offer clients a choice of services, ranging from assistance with a single aspect of a conference to the complete development and administration of a full-fledged "turnkey" event. For more information about Conference ConCepts, visit www.confconcepts.com.

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