



FOR IMMEDIATE RELEASE

Inaugural MicroTCA Summit to Bring Together Experts in New Standard for Next-Generation Embedded Systems

MicroTCA Opens New Markets for Compact, Low-Cost Embedded Applications

SAN DIEGO, CA, May 8, 2007 – The inaugural MicroTCA Summit 2007 will be held on May 30 to June 1 at the Sheraton Inner Harbor in Baltimore, MD. The Summit will focus on MicroTCA, an emerging standard platform for low-cost, next-generation embedded systems. Since its approval last summer, the MicroTCA specification has attracted wide interest in applications such as telecom, enterprise networking, military and defense systems, storage and industrial control and monitoring. Produced by Conference ConConcepts, Inc., the MicroTCA Summit will feature presentations, exhibits, and tutorials from the industry's leading firms, including Intel, Motorola, Freescale, GE Fanuc, Emerson Network Power, Wind River and many more. Online registration is open now at www.microtcasummit.com.

"MicroTCA fills an important need for a modular, open systems platform for a wide range of applications," said Ernie Bergstrom, Summit Chairperson and Chief Analyst at Crystal Cube Consulting. "With its small size, low cost, and high throughput, MicroTCA will open up many markets, particularly for wireless, mobile and premises-based gear."

MicroTCA Summit 2007 will feature keynote presentations by leading industry luminaries:

- Alan Murdoch, Senior Vice President of Business Development at TKC Communications: A Technical Perspective on Net-Centric Solutions
- Paul Virgo, Director of Marketing, Motorola: The MicroTCA State of the Union
- Tony Franklin, Military, Aerospace and Government Marketing Manager, Intel Embedded & Communications Group: Ready to Leap Ahead with Innovation and Change

MicroTCA provides a standard platform that is suitable for many markets. It offers high throughput, a large power budget, ability to support the latest processors and interfaces, high maintainability, easy synchronization and tremendous scalability. It should open up such applications as VoIP equipment, border controllers, mobile military and defense systems, medical equipment, vehicles and much more. MicroTCA allows for easy maintenance and upgrading through hot-swapping and simple insertion or removal of boards.

"The MicroTCA architecture is ideal for small high-performance embedded applications," said Dr. Lance Leventhal, Summit Program Chairperson. "Since the approval of the specification, MicroTCA has gained momentum rapidly. Motorola has already reported selling over \$1 million worth of development gear, and we expect many exciting announcements at the Summit."

Summit attendees will have the opportunity to learn about MicroTCA system design and development from the industry's leading experts. Attendees will receive practical instruction in developing equipment using the MicroTCA platform. The Summit will offer example designs based on MicroTCA, and opportunities to learn management software development methods.

The program will also cover MicroTCA utilization of the latest high-speed chips and communications standards, hot-swapping, thermal management, and much more.

Summit highlights include:

- Half-day tutorials on Introduction to MicroTCA, and MicroTCA Hardware Development, Wireless System Development, and Software Development
- Sessions on hardware, infrastructure, software, applications, and MicroTCA ruggedization
- Working Session on Developing Your MicroTCA/AdvancedTCA Application
- Analyst Sessions on Future of MicroTCA

The MicroTCA Summit will feature a Special Market Research Session, *Directions in MicroTCA*, by Paul Zorfass of Venture Development Corporation (VDC).

Top industry organizations, including SCOPE (telecom equipment makers), Communications Platforms Trade Association (CP-TA), and Service Availability Forum (SAF), will be participating in the program.

About the MicroTCA Summit

The MicroTCA Summit is the only conference dedicated to MicroTCA. It provides attendees with current information on this emerging standard platform for low-cost communications equipment, mobile systems, military and defense systems, medical equipment, and other applications. It features tutorials, workshops, paper and panel sessions, keynotes, and exhibits. Attendees gain practical, up-to-date knowledge on how to reduce equipment cost and development time. Subjects include hardware, software, design methods, applications, standards, interfaces, design methods, and market research. For more information, visit www.microtcasummit.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.conferenceconcepts.com.

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