



FOR IMMEDIATE RELEASE

**THE MICROTCA SUMMIT 2008 SPOTLIGHTS KEYNOTE SPEAKERS FROM INTEL,
EMERSON NETWORK POWER, AND NCOIC**

Industry Experts Will Share Their Perspectives on MicroTCA, the new low-cost, high-performance modular standard for embedded telecom and military/defense systems

SAN DIEGO, CA, April 29, 2008 — The MicroTCA Summit 2008 (www.microtcasummit.com), to be held on May 28-30 at the Westfields Marriott in Chantilly, Virginia (near Washington Dulles Airport), will feature keynote addresses from three of the industry's leading luminaries. Experts from the Network-Centric Operations Industry Consortium (NCOIC), Emerson Network Power, and Intel will provide executive-level keynotes of the state of MicroTCA, and describe the initiatives, requirements, and technology that will shape its future.

Produced by Conference ConCepts, the MicroTCA Summit focuses exclusively on MicroTCA, PICMG's new standard platform developed as a smaller, lower-cost alternative to the widely used AdvancedTCA platform. MicroTCA offers modular development and maintenance, access to the latest processors and interfaces, high throughput, easy upgrades, and a growing ecosystem well-suited to many embedded applications, particularly in wireless communications. The Summit will provide attendees with the information required to implement MicroTCA in embedded applications, select the right interconnects, employ AdvancedMCs, implement high-performance, high-reliability MicroTCA-compliant systems, and meet needs for high-speed fabrics and low power consumption.

"The MicroTCA industry is growing rapidly, and is spread over a variety of market segments including telecommunications, mobile equipment, industrial control, and military applications," said Ernie Bergstrom, Chairperson of the MicroTCA Summit and President of Crystal Cube Consulting. "The MicroTCA standard enables designers and manufacturers to implement a unified technology platform for improved functionality, system integration and interoperability, and faster time-to-market. The MicroTCA Summit is the only event that brings together the people and firms leading the industry in a dedicated forum."

Keynoters will discuss major challenges facing embedded systems designers, suppliers, consultants, and service providers:

How You Can Be Part of the Net-Centric Future. Terry Morgan, Vice Chairman, NCOIC and Director, Network Centric Strategy, Cisco Systems. Wednesday, May 28, 11:15am to Noon

Rapid, efficient, cost-effective functionality is a common aspiration, leading many to the adoption of Network Centric Operations (NCO) in principle. For legacy applications to work together, new

systems to work with existing ones, and developing systems to operate seamlessly with and among other systems, while maintaining the integrity of proprietary information, the adoption of a common set of “building codes” is essential. Equipment makers can follow the lead of the Network Centric Operations Industry Consortium (NCOIC™), which focuses on enabling NCO by identifying common open standards and patterns. NCOIC is a not-for-profit international corporation committed to integrating open standards into an evolving global framework, employing a common set of principles and processes, to assist with the rapid global deployment of network-centric applications. The building codes and blocks identified by NCOIC help provide the common playing field for successful operations to occur, and allow for consistency of Systems Engineering methods and processes.

MicroTCA, Another Year Older and Deeper Embed. Paul Virgo, Director of Marketing, for the Embedded Computing Business of Emerson Network Power. Thursday, May 29, 11:00-11:30am

It's been almost two years since ratification of the MicroTCA specifications, and one year since the inaugural MicroTCA Summit and the first claimed design win. So where are we today, and what does the future hold? This presentation looks at several drivers of adoption, that is, issues that either impede or accelerate the use of MicroTCA in diverse applications. For example, commoditized cost is surely a big value proposition, but is the total cost of ownership really understood? Do products from different vendors interoperate or does the user face a lot of integration work? Are the thermal limitations of small physical packaging the Achilles heel or is it good enough for most applications? This presentation will discuss these issues and explore current industry trends.

MicroTCA Offers Innovation and Versatility. Babu Narasimhan, Marketing Manager, Embedded Computing Division, Intel Corporation. Thursday, May 29, 11:30am to Noon

The embedded computing industry is moving toward COTS platforms to deliver standards-based hardware that offers low cost, high flexibility, easy expansion and upgrade paths, shorter learning curves, simpler maintenance and repair, a large support ecosystem, and the ability to incorporate the latest technological advances. MicroTCA has generated tremendous interest within the community. It offers a versatile platform that system integrators can use to develop solutions for a range of applications across multiple markets. This presentation will describe Intel products and tools that support MicroTCA platforms, and will include the broad ecosystem of hardware and software vendors who can help system developers bring their products to market faster.

For a complete list of Summit highlights or to register online, go to www.microtcasummit.com. Complimentary press/analyst registration is available at the Summit website or by contacting ZNA Communications at (831) 425-1581, ccc@zna.com.

About the MicroTCA Summit

The MicroTCA Summit provides attendees with current information on this emerging standard platform for low-cost telecommunications 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 information on how to reduce equipment cost and development time, get projects off the ground, and achieve goals for high throughput, low power consumption, and certified interoperability. 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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