



## **FOR IMMEDIATE RELEASE**

### **OVER 70 COMPANIES UNVEIL PRODUCTS FOR TELECOM, MILITARY, DEFENSE, MEDICAL, AND OTHER APPLICATIONS AT ADVANCEDTCA SUMMIT 2008**

#### **Inaugural Interoperability Demonstration Will Give Attendees a Firsthand Look at Multiple Platforms Interacting Successfully**

**SAN DIEGO, CA, September 9, 2008** – The fourth annual [AdvancedTCA Summit](#), the only conference dedicated entirely to today's emerging standard platform for telecommunications, will feature over 70 companies ranging from startups to Fortune 500 corporations. This year, the Summit will feature its inaugural hardware and software demonstration: "xTCASlotFest." Suppliers participating in the xTCASlotFest will demonstrate interoperability for AdvancedTCA, MicroTCA, AdvancedMC, and related software. Attendees will get a firsthand look at these platforms interacting successfully, and have an opportunity to meet with the designers who conquered the challenges.

The AdvancedTCA Summit will be held on October 21-23 at the Santa Clara Convention Center in the heart of the Silicon Valley. Attendees will learn how the AdvancedTCA and MicroTCA specifications 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. Attendees will 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.

"Market projections indicate that AdvancedTCA revenues should approach \$1 billion this year, and MicroTCA revenues are expected to reach \$700 million," said Ernie Bergstrom, president of Crystal Cube Consulting and [Chairperson of the AdvancedTCA Summit](#). "In addition to telecom, many designers working on military/defense, industrial control, process control, instrumentation, medical equipment, broadcasting, storage, and enterprise networking applications are considering these standards for their applications as well. The future for AdvancedTCA and MicroTCA is very bright."

The AdvancedTCA Summit will feature tutorials, panel discussions, and a special market research session, "Directions in AdvancedTCA." [Keynote speakers](#) will include:

- Rose Schooler, General Manager, Performance Products Division (PPD), Embedded Computing Group, Intel Corporation: "The Role of Standards in the Network"
- Jim Einarsson, Director, Common Platform Strategy, Nortel: "ATCA for Next Generation Voice, Packet Networks in Hyperconnected Environment"
- Shlomo Pri-Tal, Chief Technology and Strategy Officer, Emerson Network Power: "A View from the Top"
- David Pearson, Technical Leader and Hardware Engineering Manager, Digital Media System's Business Unit, Cisco Systems: "The Media Enabled Network - and the Role of AdvancedTCA and MicroTCA"
- Anthony Ambrose, Vice President and General Manager, Radisys: "ATCA – Beyond the Tipping Point"

Summit participants are invited to submit nominations for the second annual AdvancedTCA Summit [Best of Show Awards](#). The Best of Show Awards is the premier opportunity for industry recognition of technology innovation, and is open to all AdvancedTCA Summit participants and attendees at no charge. Award categories include Best Hardware Product, Best Software Product, Best Infrastructure Product, and Best Unique Customer Application. Awards will be judged by a panel of experts based on distinctiveness of the application, technology or product, central use of AdvancedTCA, and technical and business significance. Applicants may also submit MicroTCA products. Winners will be announced, and trophies awarded, at a ceremony during the All-Industry Reception on Wednesday, October 22nd, from 5:30 to 6:00 p.m.

Nominations can be submitted online through September 19, 2008 at:

[www.advancedtcasummit.com/English/Conference/BOS.html](http://www.advancedtcasummit.com/English/Conference/BOS.html).

AdvancedTCA Summit will also feature its second annual Industry Leadership Award. This award is given annually to an individual who has shown outstanding leadership in promoting standards-based open system architectures for telecommunications and related applications, including AdvancedTCA, MicroTCA, AdvancedMC, Service Availability Forum, and others. This year, two Industry Leadership Awards will be presented during the All-Industry Reception.

Complimentary press/analyst registration is available at [www.advancedtcasummit.com](http://www.advancedtcasummit.com), or by contacting ZNA Communications: (831) 425-1581, [ccc@zna.com](mailto:ccc@zna.com).

**About the AdvancedTCA Summit**

The AdvancedTCA Summit is the only conference dedicated entirely to this emerging standard platform for telecommunications. It features tutorials, workshops, roundtables, paper and panel sessions, keynotes, and exhibits. Subjects include hardware, software, infrastructure, design and development methods, applications, standards, interfaces, and market research. It also covers related standards such as AdvancedMC and MicroTCA. It 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](http://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: <http://www.confconcepts.com>.

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