



FOR IMMEDIATE RELEASE

**INDUSTRY GIANTS TO DELIVER KEYNOTE PRESENTATIONS AT
ADVANCEDTCA SUMMIT 2008**

**Thought Leaders from Cisco, Emerson Network Power, Intel, Nortel, and RadiSys
Will Discuss Innovations and Opportunities in AdvancedTCA**

SAN DIEGO, CA, September 24, 2008 – The [AdvancedTCA Summit 2008](#), to be held October 21-23 at the Santa Clara Convention Center in Santa Clara, California, will feature keynote addresses from five prominent industry leaders. Experts from Cisco, Emerson Network Power, Intel, Nortel, and RadiSys will describe the initiatives, technologies, and opportunities for business growth that will shape the future of AdvancedTCA in telecommunications and other industries.

I am proud to welcome such an impressive array of great minds to speak at the 2008 AdvancedTCA Summit," said Ernie Bergstrom, president of Crystal Cube Consulting and [Chairperson of the AdvancedTCA Summit](#). "The insights and perspectives gained from the keynote presentations will further the design and deployment of AdvancedTCA and MicroTCA systems in telecom centers and elsewhere."

[Keynoters](#) will explore the uses and challenges of AdvancedTCA as it delivers on its promise to provide the price, power and performance required by system-level buyers. Keynote details are the following:

The Media Enabled Network - and the Role of AdvancedTCA and MicroTCA. Dave Pearson, Technical Leader and Hardware Engineering Manager, Digital Media System's Business Unit, Cisco. Thursday, October 23, 11:00-11:30 a.m.

Dave Pearson will outline a vision for the evolution of global telecommunications networks. He will discuss how current IP networks evolve into media enabled networks, and how technologies like collaboration, telepresence, video, and virtualization are transforming the way people work and play. Next, he will look at common, standards-based platforms as a strategy to enable this vision. Finally, Dave will talk about some of the changes Cisco believes would benefit the marketplace, in terms of the additional technical capabilities that will be required, new products

and business models the supplier community should consider, and enhancements for future PICMG standards.

xTCA: A View from the Top. Shlomo Pri-Tal, Chief Technology and Strategy Officer for Emerson Network Power Embedded Computing. Wednesday, October 22, 2:00-2:30 p.m.

How is AdvancedTCA doing? This presentation will begin with an overview of the current xTCA market. Shlomo Pri-Tal will then discuss potential new market and technology trends and applications, including the emergence of 40G-ready systems and what the standards bodies, such as PICMG, CP-TA, SCOPE and IEEE, are doing to support these advances. Shlomo will conclude with an executive viewpoint of what needs to happen next to drive more growth and continue the success of AdvancedTCA.

Network Vision – 2015 and the Role of Standards in the Network. Rose Schooler, General Manager, Performance Products Division (PPD), Embedded Computing Group, Intel Corporation. Tuesday, October 21st, 1:00-1:30 p.m.

Worldwide IP traffic is forecast to grow at 60% CAGR over the next five years and the number of connected devices is growing at 15% CAGR. With bandwidth and processing intensive applications such as Video are growing at more than 100% per year, how will the network infrastructure evolve how sustainable business models will be achievable. Rose Schooler will discuss models for sustainable business growth and the role of standards based deployments in this new world of ubiquitous connectivity to the Internet.

ATCA for Next Generation Voice, Packet Networks in Hyperconnected Environment. Jim Einarsson, Director, Common Platform Strategy, Nortel. Wednesday, October 22, 11:20 a.m.-Noon.

Service providers continue to look for solutions that will provide ever increasing capacity, throughput, operational reliability, and high availability. To meet these needs, they are deploying open standard AdvancedTCA-based solutions successfully in next-generation voice and packet core switching networks globally. The widespread use of AdvancedTCA solutions in telecommunications and others sectors (such as aerospace, defense, and homeland security) is critical for the success of the open standards-based ecosystem. Jim Einarsson will share Nortel's experience deploying AdvancedTCA-based solutions with major Tier-1 service providers. Jim will describe how AdvancedTCA adoption for the control plane, data plane, and media plane across carrier and enterprise domains is practical, 4G ready, and ideally suited for deployment in an increasingly hyperconnected world.

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ATCA – Beyond the Tipping Point. Anthony Ambrose, Vice President and General Manager, RadiSys. Thursday, October 23, 11:30 a.m.-Noon.

2008 proved to be pivotal for ATCA. A series of exciting technology and industry developments in 2008 helped achieve the greatest number of successful, full-scale ATCA deployments worldwide to date. Anthony Ambrose will outline how continued market dynamics, 10-Gigabit Ethernet-based platform deployments, a vastly improved ATCA partner ecosystem providing greater interoperability, and the industry's shift away from proprietary to open-standards architecture as well as other milestones converged to drive ATCA "beyond the tipping point" to accelerate as the platform of choice for the Telecom Market.

For a complete list of new products and exhibitor highlights, visit http://www.advancedtcasummit.com/English/Conference/New_Product_Info.html. Complimentary press/analyst registration is available at www.advancedtcasummit.com or by contacting ZNA Communications at (831) 425-1581, 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.

About Conference ConCepts, Inc.

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