



**FOR IMMEDIATE RELEASE**

**ADVANCEDTCA SUMMIT 2008 AWARDS BEST OF SHOW HONORS TO NORTEL,  
RADISYS, AND VIRTUALLOGIX**

***Industry Leadership Awards Presented to PICMG's Joe Pavlat  
And Dick Somes***

**October 23, 2008, Santa Clara, Calif.** – The [AdvancedTCA Summit](#) 2008 announced the recipients of its second annual [Best of Show Awards](#), the premier opportunity for industry recognition of innovative technology and how it is being used in the marketplace. Awards were presented to Nortel, RadiSys, and VirtualLogix. The Best of Show Awards were judged based on distinctiveness of the application, technology, or product; central use of AdvancedTCA; and technical and business significance. AdvancedTCA Summit Industry Leadership Awards were presented to PICMG executives Joe Pavlat, President, and Dick Somes, Vice President of Technology.

AdvancedTCA Summit Best of Show Awards winners were announced during the All-Industry Reception on Wednesday, October 22:

- Best Infrastructure – Nortel, VSE Second Generation ATCA Platform
- Best Unique Customer Application – Nortel, AdvancedTCA ALL-IP MSC Server
- Best Hardware – RadiSys, Promentum® ATCA - 9100 Media Processing Blade
- Best Software – VirtualLogix, VLX vHA 1.1 Carrier Grade Virtualization

“AdvancedTCA is sparking incredible innovation for our next generation of high-performance telecom applications,” said [Ernie Bergstrom](#), President of Crystal Cube Consulting and Chairperson of the AdvancedTCA Summit. “We are proud to recognize the achievements of Nortel, RadiSys, and VirtualLogix as they introduce a whole new wave of solutions that will enable the successful design of AdvancedTCA systems in telecom centers and elsewhere.”

The AdvancedTCA Summit Industry Leadership Awards are given annually to individuals who have shown outstanding leadership in promoting standards-based open system architectures

for telecommunications and related applications, including AdvancedTCA, MicroTCA, AdvancedMC, Service Availability Forum, and others. Joe Pavlat was awarded for his ongoing leadership in expanding membership and promoting technical specifications. Dick Somes received an award for his 11 years of leadership in the technical development of embedded systems specifications.

“We are honored to present Industry Leadership awards to Joe and Dick, in recognition of their tremendous contribution to PICMG,” said Ernie Bergstrom. “Under their guidance, PICMG has published literally dozens of specifications related to CompactPCI, AdvancedTCA, AdvancedMC, MicroTCA, Computer-on-Module, and other technologies. These specifications are now the keys to industries with sales in the billions of dollars and are recognized worldwide as standards for embedded and industrial computer systems. PICMG is continuing to advance technology through efforts in ruggedization, interoperability, and inclusion of the latest interfaces and other developments in its specifications.”

A complete list of the AdvancedTCA Summit awards recipients can be found at:

[www.advancedtcasummit.com](http://www.advancedtcasummit.com).

#### **About AdvancedTCA Summit**

Produced by Conference ConCepts, Inc., 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, visit [www.conferenceconcepts.com](http://www.conferenceconcepts.com).

###

#### **Contact:**

Dr. Lance Leventhal

AdvancedTCA Summit 2007 Program Organizer  
(858) 756-3327  
[lance@advancedtcasummit.com](mailto:lance@advancedtcasummit.com)

Judy Plummer  
ZNA Communications  
(831) 425-1581  
[ccc@zna.com](mailto:ccc@zna.com)