



## FOR IMMEDIATE RELEASE

### **Advantech, Elma Bustronic, GoAhead Software, and Polycom Win AdvancedTCA Summit 2009 Best of Show Awards**

*Rob Davidson, Keith Williamson and Emerson Network Power  
Receive Special Recognition*

**SAN DIEGO, CA, November 6, 2009** – The [AdvancedTCA Summit 2009](#) announced that [Advantech](#), [Elma Bustronic](#), [GoAhead Software](#), and [Polycom](#) are the winners of the third annual AdvancedTCA Summit Best of Show Awards. Rob Davidson, former Vice President of Marketing for [PICMG](#), received the AdvancedTCA Summit Industry Leadership Award in recognition of 15 years of outstanding work in growing the prestige and influence of the PICMG industry consortium. Keith Williamson of [Emerson Network Power](#) was recognized for outstanding technical oversight of the AdvancedTCA Summit InterOperability Demo. Emerson Network Power was recognized for going the extra mile to help establish the Interoperability Demo as a centerpiece of the AdvancedTCA Summit.

AdvancedTCA Summit Best of Show Awards are based on three criteria: distinctiveness of the application, technology, or product; central use of AdvancedTCA; and technical and business significance. The 2009 awards are:

- Best Hardware Product: Elma Bustronic ATCA Backplane with Z-Plane Links
- Best Software Product: GoAhead Software's SAFFire 3.0
- Best Infrastructure Product: Polycom's RMX 4000 Multipoint Conference Platform
- Best Unique Customer Application: Advantech's Vanu Anywave BTS
- Industry Leadership: Rob Davidson, PICMG
- AdvancedTCA Summit Interoperability Demo: Keith Williamson, Emerson Network Power
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The AdvancedTCA Summit Best of Show Awards were judged by Jerry Gipper, Editorial Director of Open Systems Publishing; Eric Heikkila, Lead Analyst of Venture Development Corporation; and Lee Goldberg, Senior Technical Editor, EN-Genius.

"The AdvancedTCA Summit Best of Show Awards recognize the applications, technologies, products, people, and companies that shape the future of AdvancedTCA and MicroTCA in telecommunications, military/defense, and other industries," said Ernie Bergstrom, president of Crystal Cube Consulting and Chairperson of the AdvancedTCA Summit. "We are proud to honor this year's stand-out group of winners."

#### **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), SA (Service Availability) Forum, OpenSAF, and the RapidIO Trade Association. 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.conferenceconcepts.com>.

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