



FOR IMMEDIATE RELEASE

AdvancedTCA Summit 2010 Focuses on New Directions for xTCA Platforms in Wireless Systems, 40/100G, Instrumentation, and Military/Defense Applications

Thought Leaders from Emerson Network Power, General Dynamics, SLAC National Accelerator Laboratory, and U.S. Department of Defense Will Explore Innovations and Opportunities in AdvancedTCA and MicroTCA

SAN DIEGO, CA, October 28, 2010 – The [AdvancedTCA Summit 2010](#), to be held November 9 to 11 at the Santa Clara Convention Center in Santa Clara, California, will showcase the latest directions and shape the future of AdvancedTCA and MicroTCA for wireless systems, 40/100G systems, instrumentation, and military/defense applications.

Keynote speakers will include:

- Stephen Dow, President, Embedded Computing, Emerson Network Power: “The Future of AdvancedTCA Technology”
- Pete Palmer, Director EDGE Innovation Network, General Dynamics C4 Systems, Brigadier General (Ret) US Army: “Bringing Your Technology to the Military”
- Ray Larson, Deputy Director, SLAC National Accelerator Laboratory: “xTCA for Physics”
- Jaymie Durnan, Senior Advisor to the Principal Deputy Director, Defense Research and Engineering, US DoD: “Current Directions in Defense Research and Engineering”

At the summit, [Stephen Dow](#), will receive the prestigious AdvancedTCA Summit 2010 Industry Leadership Award. The award will recognize Dow’s key role in establishing Emerson Network Power as a major industry force in both AdvancedTCA and MicroTCA.

“AdvancedTCA Summit 2010 is focusing on new directions for xTCA platforms. Key themes will include wireless systems, high-performance systems (10G, 40G, and 100G), and military/defense applications. We will also look at extensions for enterprise applications and ways to win the economic case for xTCA,” said [Ernie Bergstrom](#), President of Crystal Cube Consulting and Chairperson of the AdvancedTCA Summit. “From technical forums to chat sessions, you’ll get all the information you need in one place. Hear from technology leaders, key vendors, and industry associations at all levels in the supply chain. Learn about AdvancedTCA/MicroTCA solutions for military/defense applications and instrumentation as well as telecom. AdvancedTC Summit is the one venue where you can get the latest insights on infrastructure, system integration, design tips, customer input, COTS ecosystem, and more.”

The AdvancedTCA Summit 2010 features in-depth tutorials, fast-paced sessions, market research, an application pavilion, vendor insights, presentations from standards groups, and other perspectives only available at this unique gathering. Highlights include:

- New Directions in xTCA
- How to Win the Economic Case for xTCA: Getting More Customers Today
- High-Performance Systems
- 40G and 100G Ethernet in AdvancedTCA
- Infrastructure
- Deploying 4G/LTE Networks: Technology, Trends, and Services
- Developing Wireless Applications
- 40G/100G Applications
- System Integration
- 60 AdvancedTCA/MicroTCA Design Tips in 60 Minutes
- Telecom/Enterprise Applications
- COTS Ecosystem (SCOPE, CP/TA, SAF, etc.)
- Military/Defense Applications: Future of Mil/Aero Mobile Command and Control
- Special Market Research Session: Current ATCA Market - Forecasts, Issues, Forces, and Trends
- Top Ten Things You Need to Know About AdvancedTCA and MicroTCA Today
- Special Open Tutorial on Developing Next-Generation COTS Solutions
- Beer, Pizza and Chat with the Experts
- AdvancedTCA and MicroTCA Application Pavilion: Examples of unique xTCA applications in military systems, instrumentation, telecom, and other areas from around the world
- Fourth Annual Best of Show Awards: Featuring categories for the Best Hardware Product, Software Product, Infrastructure Product, and Unique Customer Application.

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, ext. 201 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, CP-TA (Communications Platforms Trade Association), SCOPE (network equipment providers), SA (Service Availability) Forum, OpenSAF, and the AXIe Consortium (AdvancedTCA Extensions for Instrumentation and Test). For more information, visit www.advancedtcasummit.com.

About Conference ConCepts, Inc.

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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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