



FOR IMMEDIATE RELEASE

AdvancedTCA Summit 2011 Celebrates Advanced Telecom Computing Architecture's Decade of Innovation and Growth into a \$1.5 Billion Market

SAN DIEGO, CA, October 7, 2011 – The seventh annual [AdvancedTCA Summit 2011](#), to be held November 1-2 at the Doubletree Hotel in San Jose, California, will celebrate 10 years of innovation and growth of the AdvancedTCA industry into a \$1.5 billion market. AdvancedTCA Summit 2011 will focus on strategic directions for AdvancedTCA and [MicroTCA](#) embedded telecommunications platforms in telecom central office, wireless systems, video processing, and military/defense applications. AdvancedTCA Summit 2011 will highlight the growing use of AdvancedTCA to meet the increased bandwidth needs driven by smartphones and tablets.

AdvancedTCA Summit 2011 keynote speakers will include:

- Staffan Skogby, Huawei: "ATCA for Next Generation Voice/Packet Networks in Hyperconnected Environment"
- Dr. Roger D. Boss, SPAWAR: "Future Navy Systems Technology"
- Bon Pipkin, AT&T: "Assessing AdvancedTCA Product Compliance at AT&T"
- Satish Gannu, Cisco Systems: "How Modular Platforms Help Support the Growth of Video in Networks"

"The AdvancedTCA market is approaching \$1.5 billion, a tremendous achievement for an embedded computing specification," said [Ernie Bergstrom](#), President of Crystal Cube Consulting and Chairperson of the AdvancedTCA Summit. "All the leading telecom equipment makers (TEMs) use AdvancedTCA, most tier 2 and tier 3 TEMs employ it exclusively, and many mil/aero and other industry developers are using it as well. So come join us at AdvancedTCA Summit 2011 in celebrating 10 years of innovation and honoring the people and organizations that make it all happen."

The AdvancedTCA Summit 2011 features in-depth tutorials, fast-paced sessions, market research, vendor insights, presentations from standards groups, best of show awards, and other perspectives only available at this unique gathering. Topics and highlights include:

- 10/40/100G Systems
- New Applications
- OpenFlow Seminar
- Video Systems
- Telecom Applications
- Meeting Your System Availability Needs - OpenSAF to the Rescue
- AdvancedTCA/MicroTCA Tips in 60 Minutes
- Introducing the New AdvancedTCA Extensions
- LTE/Wireless Applications
- xTCA for Physics

- Military/Defense/Aerospace Applications
- AdvancedTCA: A Retrospective
- Top Ten Things You Need to Know about AdvancedTCA and MicroTCA Today
- Market Research
- AdvancedTCA Board Shopping Extravaganza
- Open Q&A sessions with Keynote Speakers Dr. Roger D. Boss and Bon Pipkin
- Beer, Pizza, and Chat with the Experts
- Best of Show Awards: Featuring categories for the Best Hardware Product, Software Product, Infrastructure Product, and Unique Customer Application.

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, 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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