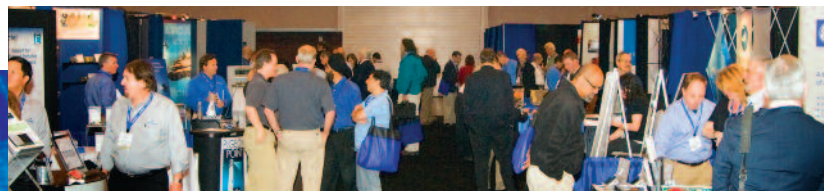


advanced/micro  
**TCA<sup>®</sup>**  
summit

*The Right Solution for High-Bandwidth Systems*



**November 1-2, 2011**

Doubletree Hotel  
San Jose, California

## CONTENTS

Chairperson's Message	<b>2</b>
Summit Highlights	<b>3</b>
Keynotes	<b>3</b>
Sessions	<b>4</b>
Exhibitors	<b>5</b>
Why Attend?	<b>7</b>
Summit Schedule	<b>8</b>
Lodging	<b>9</b>
Sponsors	<b>10</b>
Presenting Experts	<b>11</b>
Registration Form	<b>12</b>



## Chairperson's Message

AdvancedTCA Summit 2011 focuses on strategic directions for xTCA platforms in telecom central office, wireless systems, video processing, and military/defense applications. Wireless is a key driver, since demand for increased bandwidth for smartphones and tablets keeps rising. The latest LTE systems promise much better performance for mobile Internet and video downloads. AdvancedTCA is the obvious way to provide the tremendous processing power LTE requires, while also offering the modularity, flexibility, scalability, and capacity to support both old and new standards and protocols that operators need.

Rapidly increasing demand for services means that AdvancedTCA system providers must move quickly to support 40G (and even 100G) applications. Hunger for high-bandwidth, media-rich content is pressuring already strained service provider networks. New high-bandwidth network infrastructure equipment must be able to support these applications now and into the future at affordable costs. 40/100G systems are also essential for security, video processing, and military/defense applications.

This year we are excited about celebrating ten years of innovation in AdvancedTCA. The kickoff meeting that led to the standard occurred in November 2001. Today the AdvancedTCA market is approaching \$1.5



billion, a tremendous achievement for an embedded computing specification. 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 in celebrating 10 years of innovation and honoring the people and organizations that made it all happen. Let's also look forward to developing new specifications that can make the next ten years even more successful.

In honor of the ten years of innovation, we will be hosting our first Exhibitors Fashion Show. Come see the latest product solutions and hear about what suppliers are bringing to market for AdvancedTCA, MicroTCA, and AdvancedMC.

AdvancedTCA Summit will once again provide the opportunity to trade ideas with colleagues and gain new perspectives from a wide variety of companies. Learn about hardware, software, interconnect, implementations, and applications. If you want to be successful designing AdvancedTCA or MicroTCA systems, creating products for them, or applying them, don't miss this year's Summit. It's the only place you will find the latest information, the hottest products, and the top experts. See you there!

And thanks to all of you for your contributions in making AdvancedTCA succeed. It couldn't have happened without you.

**Ernie Bergstrom**  
Conference Chairperson  
President, Crystal Cube Consulting



presented by Conference ConConcepts Inc.

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Jackie Morris, Emerson Network Power

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## Summit Highlights

# AdvancedTCA®

Celebrating



This year we celebrate ten years of innovation in AdvancedTCA. The kickoff meeting that led to the standard was held in November 2001. Today the AdvancedTCA market is approaching \$1.5 billion, a tremendous achievement for an embedded computing specification.

Please join us in celebrating 10 years of innovation and honoring the people and organizations who made it all happen. Let's also look forward to developing new specifications that can make the next ten years even more successful.



Advanced/MicroTCA Summit announces the 5th Annual Awards contest to be held at this year's Summit. This is the premier opportunity for industry recognition of a company's technology innovation and how it is being used in the marketplace. Winners will be announced, and trophies awarded, at a ceremony on Tuesday, November 1 from 6:00 to 6:30 pm.

Visit [www.advancedTCAsummit.com](http://www.advancedTCAsummit.com) for categories and details. Deadline for entries is September 16.

### Vendor Fashion Show

In honor of the ten years of innovation, we will be hosting our very first Vendor Fashion Show. We're rolling out the red carpet for exhibitors to show their "stuff." Join us Tuesday evening at the All-Industry Reception where vendors will be showing their latest leading-edge ground-breaking product solutions! Come see what's in fashion this fall. With models ranging from petite sizes through full-figured versions, and including AdvancedTCA, MicroTCA, and AMCs (plus connectors and other hardware), Summit vendors will show you what's hot!

We'd like to thank industry vendors for their contributions in making AdvancedTCA the billion-dollar market it is today. Without their efforts, AdvancedTCA would not be the leading COTS modular technology and a major force in the telecom, military/defense, instrumentation, and industrial markets.

### Keynote Presentations

#### Keynote 1: ATCA for Next Generation Voice/Packet Networks in a Hyperconnected Environment

*Staffan Skogby, Huawei*



**Tuesday, 11:00 - 11:30 am**

*This presentation 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.*

#### Keynote 2: TBD

*Rob Wolborsky, CTO, SPAWAR*



**Tuesday, 11:30 am - Noon**

*Rob Wolborsky is responsible for enhancing science and technology development across all of SPAWAR and facilitating timely, efficient, and effective technology transition for information dominance acquisition programs. Please visit [www.advancedTCAsummit.com](http://www.advancedTCAsummit.com) for updates.*

#### Keynote 3: TBD

*Bon Pipkin, Area Manager Common Systems Equipment Standards Group, AT&T*

**Wednesday, 11:00 - 11:30 am**

*Abstract to come. Please visit [www.advancedTCAsummit.com](http://www.advancedTCAsummit.com) for updates.*

#### Keynote 4: How Modular Platforms Help Support the Growth of Video in Networks

*Satish Gannu, Director of Engineering, Media Experience and Analytics Business Unit, Cisco Systems*

**Wednesday, 11:30 am - Noon**

*This keynote will begin with an overview of how video is dominating the Internet. The challenges of deploying media networks at scale will be considered next, followed by a brief look at the implementation tradeoffs for the Cisco Media Experience 5600 platform.*

## Summit Highlights *(continued)*

### Who Should Attend?

Telecom equipment providers planning to develop new carrier-grade systems or who are interested in the benefits that companies are already gaining from using AdvancedTCA, MicroTCA, and AMC modules together with third-party software—and how they might be adopted in their own system development.

Carriers and other service providers who need visibility into the advantages for themselves and their suppliers that AdvancedTCA and MicroTCA based platforms can offer, enabling them to reduce the total cost of ownership for systems delivering a range of next-generation services.

Mil/aero system developers who need to understand how the latest modular COTS open standards can make their applications more powerful, quicker and cheaper to develop, and less expensive over the long run. AdvancedTCA offers high performance, access to the latest technologies, a large, vibrant ecosystem, and the ability to avoid “stovepipe systems” that will not interoperate and are difficult to maintain.

### Summit Topics

- AdvancedTCA, AdvancedMC, and MicroTCA
- One-stop shop for evaluating products or designs
- Expert guidance on thermal and mechanical issues
- LTE and femtocells
- Multicores and virtualization
- Latest standards and extensions

## Systems Track

### Session 1-101: 10/40/100G Systems

**Tuesday, 8:30 - 9:45 am**

The need to handle more subscribers and process more video data has led to requirements for multi-gigabit systems. Issues include the need to process data for security purposes and to provide more extensive data analysis in military intelligence and command and control systems. 10/40/100G systems involve more than just a simple increase in speed. They stand at the frontiers of today’s technological capabilities, and require new approaches to design, development, and testing.

### Session 1-102: Video Systems

**Tuesday, 10:00 - 11:20 am**

Video data puts extreme demands on communications systems. Slow performance or high error rates show up immediately in what the user sees, and gets a quick negative response. Meanwhile, demand for video systems keeps rising with users wanting to download movies or videos, watch television programs on mobile devices, and interpret video from cameras for surveillance or intelligence. Considerable attention is paid to improving video performance on AdvancedTCA systems through accelerators, high-performance interfaces, and other methods.

### Session 1-103: Meeting Your System Availability Needs—OpenSAF to the Rescue

**Tuesday, 2:30 - 3:45 pm**

Many telecom and military applications have availability requirements. Your equipment must provide 5, 6, or even 7 nines. How can you reach such goals on schedule and at a reasonable cost? High-availability middleware is a key part of the equation. It provides the basic functionality

you need to identify your system’s assets and use them effectively to meet availability goals. You’ll save time and money in both design and testing by using this out-of-the-box software. And you can even download the fully functional (and field-proven) OpenSAF for free. Furthermore, the savings will continue when you use OpenSAF in later projects.

### Session 1-201: Introducing the AdvancedTCA Extensions

**Wednesday, 8:30 - 9:45 am**

AdvancedTCA Extensions increase the capabilities of AdvancedTCA for use beyond the telecom central office, including network data centers. The idea is to raise the platform’s power and compute density. Aims include providing for large-capacity DIMMs, multiple processors, double-width boards, and systems with blades plugged into the front and rear. The extensions will allow throughput and power capacities per blade and per system that far exceed current levels.

### Session 1-202: Special Market Research Session on Current AdvancedTCA/MicroTCA Market Conditions—Issues, Trends, Forecasts, and Expectations

**Wednesday, 10:00 - 11:00 am**

How large will the AdvancedTCA and MicroTCA markets be? What are the forecasts for key vertical segments such as communications and networking, military/aerospace, industrial and process automation, and medical? VDC, a leading market research firm focused on embedded technology, will examine the adoption patterns of AdvancedTCA and MicroTCA, highlight where they will be deployed, and discuss likely trends for future growth.

*(continued)*

## Summit Highlights *(continued)*

### Session 1-203: 10 Years of AdvancedTCA—A Retrospective

Wednesday, 2:00 - 3:15 pm

It has been 10 years since the first meeting that set the stage for AdvancedTCA. During that period, AdvancedTCA has become the most successful embedded specification in history, with wide uses throughout the telecom industry. This session will review 10 years of progress and discuss highlights and issues that remain unresolved. It will also cover the future of AdvancedTCA markets and technologies.

### Session 1-204: Top Ten Things You Need to Know about AdvancedTCA and MicroTCA Today

Wednesday, 3:30 - 5:00 pm

What are the key pieces of information you should know about AdvancedTCA and MicroTCA? Panelists in this session will each offer several suggestions. We will then have a question and answer period and request additional contributions from the audience. Finally, we will take a vote on a list of the top 10 to be posted on the AdvancedTCA Summit website.

## Applications Track

### Session 2-101: New Applications

Tuesday, 8:30 - 9:45 am

AdvancedTCA and MicroTCA are now being implemented in a wide variety of applications. New areas are opening up, such as enterprise applications and cloud computing. Applications are also starting to require new types of hardware and software, such as high-availability middleware, large-scale storage, and LAN-attached management controllers. This session looks at several emerging approaches, including a new specification for MicroTCA and the use of private cloud techniques with AdvancedTCA platforms.

### Session 2-102: Telecom Applications

Tuesday, 10:00 - 11:20 am

AdvancedTCA use is particularly common in the latest high-speed systems at 10 Gb/s and above. The market is now large enough that tools such as network management and virtualization are being commonly adapted for use in AdvancedTCA systems. The SCOPE Alliance has spearheaded a general effort to define platforms and explore new application areas for telecom equipment makers.

### Session 2-103: 60 AdvancedTCA/MicroTCA Design Tips in 60 Minutes

Tuesday, 2:30 - 3:45 pm

Chuck Byers of Cisco Systems will provide a whirlwind tour of the latest useful techniques for modular system designs. Attending the session will give participants an appreciation for design tradeoffs, likely problems, and practical solutions. This year's presentation has updated content in areas such as 40 and 100 Gb/s interconnect, AdvancedTCA Extensions, media processing, and cloud computing.

### Session 2-201: LTE/Wireless Applications

Wednesday, 8:30 - 9:45 am

LTE (Long Term Evolution) is the dominant standard for next-generation mobile networks. It provides downlink peak rates well above 3G systems. It offers extensive features in areas such as error correction and scalable spectral bandwidth for consumer, industrial, and military applications. LTE networks are being deployed around the world. This session will discuss the use of AdvancedTCA, AdvancedMC, and MicroTCA in creating cost-effective, powerful, and readily expandable LTE networks.

*(continued)*

## Early Exhibitors

*(as of 9/1/11)*

Adax

Advantech

Asis Pro

CommAgility

COMTEL

Diversified Technology

ebm-papst

Elma Electronic

Emerson Network Power

Enea

Freescale

GE Intelligent Platforms

N.A.T.

Narinet

Performance Technologies

Pigeon Point Systems

RadiSys

SANBlaze Technology

Schroff

V Rose Microsystems

VadaTech

Wind River

ZNYX

## Summit Highlights *(continued)*

### All-Industry Reception

**Tuesday, 5:15 - 7:00 pm**

**Open to all Summit attendees**

Relax with food and a cold drink while you enjoy the exhibits. Then join the fun at our ever-popular "Beer & Pizza, Chat with the Experts"!

### Beer, Pizza and Chat with the Experts

**Tuesday, 7:00 - 8:30 pm**

**Open to all Summit attendees**

This session will give attendees a chance to discuss a wide variety of subjects in an informal atmosphere. Table subjects will include:

- MicroTCA
- Hardware platform management
- Software
- Marketing issues
- Military/defense applications
- Infrastructure
- Hardware
- Video applications
- Wireless systems

Beer, wine, soft drinks, and pizza will be served.

### Session 2-202: Military/Defense/Aerospace Applications

**Wednesday, 10:00 - 11:00 am**

Military/defense applications have become an important area for AdvancedTCA. Its combination of modularity, open standards, high performance, ability to handle the latest components and interfaces, and large ecosystem make it ideal for military systems used in net-centric warfare, communications, intelligence, and control. New specifications have extended AdvancedTCA into more rugged environments, and contractors now have more experience using it in a variety of applications. This session will deal with deployment on the battlefield itself, the extension of commercial technologies to the military world in the AdvancedTCA environment, and the use of modular components in military applications.

## Special Topics

### Open Q&A Session 1

**Tuesday, 2:30 - 3:45 pm**

What is the Navy looking for in communications, control, and computer equipment? What are the requirements for reliability? What level of integration does the Navy require? What does the Navy expect from COTS providers and how does it see the tradeoffs between COTS and mil-spec equipment changing? Will future contracts place more emphasis on open standards, modularity, flexibility, and maintainability and less on costs? These are among the questions we would expect to hear at this open session.

### Plenary: AdvancedTCA Intel Processor Board Shopping Extravaganza

**Tuesday, 4:00 - 5:15 pm**

The latest Intel processors have become a driving force in AdvancedTCA processor boards. Who has the chip with the most cores and the highest throughput? This session will allow board makers to talk about their current lineup of Intel CPU boards and their future plans. They'll discuss performance, power dissipation, special features, and cost, so you'll learn how their boards will fit into your applications.

### Session 3-201: xTCA for Physics

**Wednesday, 8:30 - 9:45 am**

The xTCA for Physics Coordinating Committee Technical Subcommittee (CCTS) was successfully formed in 2009. Its membership includes researchers from laboratories around the world, including SLAC, Fermilab, and DESY. It is focused on hardware, software, and firmware architectures, as well as packaging and interconnect decisions, for large machine control systems in a wide range of physics applications and instrumentation projects.

### Open Q&A Session 2

**Wednesday, 10:00 - 11:00 am**

What are the major telcos looking for from equipment makers? What standards must they meet now and in the future? What reliability requirements do they have? What are they currently specifying or planning for energy conservation and green design? What requirements do they have for installation, maintenance, and documentation? What are the major application areas? What kind of markets do they foresee? These are among the questions we would expect to hear at this open session.

## Why Attend This Year's Summit?

### Open Modular Standards ... 10/40/100 Gb Systems ... Large Ecosystem ... Proven Applications

Now is the time to learn how AdvancedTCA and MicroTCA, the emerging standard platforms for communications are revolutionizing the telecom, military, and enterprise markets. Learn how these PICMG specs can handle the latest processors, the newest interfaces, and the most demanding high-availability applications including routers, switches, security devices, access devices, base-stations, telephony systems, and much, more!

Look to the future: LTE, deep packet inspection, multicores, 40/100G systems, cloud computing, enterprise systems, video and media processing.

### Get the latest information from the world's leading experts.

You'll have plenty of opportunities to ask questions, see the latest products, meet key people, and participate in important discussions. Hear from industry leaders—Cisco, Intel, GE, Freescale, Emerson Network Power, Kontron, BAE Systems, RadiSys, Wind River, Enea, Advantech, PT, IDT, and other leading-edge companies! They all report saving development time and cost, simplifying maintenance and upgrades, and responding faster to new requirements, standards, and markets!

You'll come away with the ability to make informed decisions about implementing AdvancedTCA, choosing the right interconnect, using AdvancedMCs and MicroTCA, and implementing high-performance, high-reliability AdvancedTCA-compliant systems.

### All Under One Roof!

- Enhance your working set at the only full conference dedicated to today's leading open modular standards.
- Get the latest on: central office, edge/access, wireless, security, military communications, instrumentation, and MORE.
- Learn how to use AdvancedTCA and MicroTCA in developing next-generation networks.
- Identify major market trends in AdvancedTCA, MicroTCA, and associated specifications.
- Find out what's new from the trade organizations that are leading the way to standards-based platforms: PICMG, RapidIO Trade Association, and SCOPE Alliance.
- See the latest AdvancedTCA and AMC products from leading vendors.
- Meet with potential partners, distributors, consultants, and solutions providers.

*“Fourth-generation ATCA platforms, with 40Gbit/s Ethernet switching, high-performance multicore processors and enhanced cooling, are poised to enter production in 2011—a development that will drive the ATCA market's fourfold growth over the next five years, to \$4.3 billion worldwide.”*

*Simon Stanley,  
Earlwood Marketing*



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## Summit Schedule (as of 9/1/11)

**OPEN:** indicates session is open to all Summit attendees. All other sessions for paid registrants only.

### Tuesday, November 1

8:00 - 8:30 am

**Registration  
Continental Breakfast**

8:30 - 11:20 am

**Session 3-101: OpenFlow  
Seminar OPEN**

8:30 - 9:45 am

**Session 1-101: 10/40/100G  
Systems**

**Session 2-101: New Applications**

10:00 - 11:20 am

**Session 1-102: Video Systems**

**Session 2-102: Telecom  
Applications**

11:30 am - Noon

**Keynote 1: ATCA for Next  
Generation Voice/Packet  
Networks in Hyperconnected  
Environment OPEN**

Staffan Skogby, Huawei

Noon - 1:00 pm

**Lunch OPEN**

Noon - 2:00 pm

**Exhibits Open OPEN**

2:00 - 2:30 pm

**Keynote 2: TBD OPEN**

Rob Wolborsky, SPAWAR

2:30 - 3:45 pm

**Session 1-103: Meeting Your  
System Availability Needs—  
OpenSAF to the Rescue**

**Session 2-103: 60  
AdvancedTCA/MicroTCA Tips  
OPEN**

**Q&A Session 1 with Rob  
Wolborsky of SPAWAR OPEN**

4:00 - 5:15 pm

**Plenary: AdvancedTCA Intel  
Processor Board Shopping  
Extravaganza OPEN**

5:15 - 7:00 pm

**Exhibits Open OPEN  
All-Industry Reception OPEN**

6:00 pm

**Exhibitors Fashion Show &  
BOS Awards Ceremony OPEN**

7:00 - 8:30 pm

**Beer, Pizza, and Chat with the  
Experts OPEN**

Table Topics:  
Hardware Platform Management, MicroTCA,  
Military/Defense Applications, Wireless Systems,  
Infrastructure, Marketing, Telecom Applications,  
Software, Video Applications, Hardware,  
Interconnect, Multicores

### Wednesday, November 2

8:00 - 8:30 am

**Registration  
Continental Breakfast**

8:30 - 9:45 am

**Session 1-201: Introducing the  
New AdvancedTCA Extensions**

**Session 2-201: LTE/Wireless  
Applications**

**Session 3-201: xTCA for Physics  
OPEN**

10:00 - 11:00 am

**Session 1-202: Market Research  
OPEN**

**Session 2-202:  
Military/Defense/Aerospace  
Applications**

**Q&A Session 2 with Bon Pipkin of  
AT&T OPEN**

11:00 - 11:30 am

**Keynote 3: TBD OPEN**

Bon Pipkin, AT&T

11:30 am - Noon

**Keynote 4: How Modular  
Platforms Help Support the  
Growth of Video in Networks OPEN**

Satish Gannu, Cisco Systems

Noon - 1:00 pm

**Lunch OPEN**

Noon - 2:00 pm

**Exhibits Open OPEN**

1:00 - 2:00 pm

**10 Years of Innovation Awards  
OPEN**

2:00 - 3:15 pm

**Session 1-203: 10 Years of  
AdvancedTCA: A Retrospective  
OPEN**

3:30 - 5:00 pm

**Session 1-204: Top Ten Things  
You Need to Know About  
AdvancedTCA and MicroTCA  
Today OPEN**

## Lodging



**Doubletree by Hilton San Jose**  
**2050 Gateway Place**  
**San Jose, California 95110**  
**Tel: 408.453.4000**

In the heart of Silicon Valley, San Jose flourishes with industry, beauty and a culture rich with history. DoubleTree by Hilton San Jose places you in the center of it all – less than a half-mile from San Jose International Airport, 45 minutes from San Francisco International Airport (SFO), and an hour south of San Francisco and north of Monterey/Carmel.



### Amenities

- Complimentary hi-speed internet access in hotel rooms for AdvancedTCA/ MicroTCA Summit attendees (vs. \$12.95 daily normal rate)
- Complimentary Airport Shuttle (only one-half mile to airport)
- Full Service UPS Store
- Largest Guest Rooms in Silicon Valley (450 sq. ft.)
- Walking distance to restaurants and services
- Self-parking is \$5 per vehicle per day for attendees (vs. \$18 daily normal rate)



### Registration

The special rate for the AdvancedTCA/ MicroTCA Summit is just \$189 nightly (vs. \$239 normal rate) single or double, \$199 for triple occupancy, but you must make your reservations by Friday, September 30, 2011. Discounted room rates are available 3 days before/after the conference. If you make your reservations by phone, be sure to mention that you are attending the Summit. For your convenience, you may also register online at [www.AdvancedTCAsummit.com](http://www.AdvancedTCAsummit.com), Lodging & Travel page.

### Airport Access

Mineta San Jose International Airport (SJC) is less than 5 minutes from the hotel.

Guests can conveniently access the complimentary 'sweet ride' hotel shuttle, check airport flight status and print boarding passes in the Lobby.

Valet parking and generous self-parking are available at the hotel.

***“If you want to know the state-of-the-art in hardware and software related to xTCA, AdvancedTCA Summit is THE place!”***

*2010 Summit attendee*

## Sponsors (as of 9/1/11)

Our thanks to these organizations for their support of the 2011 AdvancedTCA Summit.

### Gold Sponsor



### Bronze Sponsors



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### Analysts



### Newswire Service



### Media



*“All the leading telecom equipment providers now use ATCA, which is the only standardized platform specifically designed for large, high-availability systems. The ATCA market will be worth a total of \$4.3 billion by 2015, representing a CAGR of 31% over that span.”*

*Simon Stanley, Heavy Reading*

## Our thanks to this year's speakers. *(as of 9/1/11)*

**Anthony Ambrose**  
Independent Consultant

**James Awad**  
Marketing Director,  
Octasic

**Glenn Beck**  
Market Segment  
Manager, Freescale  
Semiconductor

**Ernie Bergstrom**  
Chief Analyst, Crystal  
Cube Consulting

**Kallol Biswas**  
CEO/CTO, Nucleodyne  
Systems

**Sara Biyabani**  
Consultant/System  
Architect

**Nathan Brookwood**  
Research Fellow,  
Insight 64

**Kevin Bross**  
Modular Systems  
Architect, Intel

**Chuck Byer**  
CEO, Z-Plane

**Chuck Byers**  
Platform Architect, Cisco  
Systems

**Jason Byrne**  
Senior Product Line  
Manager -  
Communications  
Networking, RadiSys

**Brian Carr**  
Strategic Marketing  
Manager, Emerson  
Network Power

**Nabil Damouny**  
Director of Strategic  
Marketing, Netronome  
Systems

**Bob Downing**  
President, R.W. Downing

**Jim Doyle**  
Director Strategic  
Business, Emerson  
Network Power

**Chris Engels**  
Senior Technical  
Marketing Manager,  
Emerson Network Power

**Rich Fetik**  
CEO, Data Confidential

**Sven Freudenfeld**  
Business Development  
Telecom, Kontron

**John Fryer**  
VP Business  
Development, GoAhead  
Software

**Satish Gannu**  
Director of Engineering,  
Cisco Systems Media  
Experience and Analytics  
Business Unit

**Eric Gregory**  
Senior Product Line  
Manager, RadiSys

**Jim Harrison**  
West Coast Editor,  
Electronic Products

**Chuck Hill**  
Chief Architect, RadiSys

**Austin Hipes**  
VP Technology, NEI

**Mike Houston**  
Director of Marketing,  
GoAhead Software

**John Humphreys**  
Director of Marketing,  
Tail-f Systems

**Tomasz Jezynski**  
Member of Technical  
Staff, DESY

**Thomas Kastner**  
Integrated System  
Architect, Advantech

**Joe Kidder**  
Chief Architect HA  
Middleware, Enea

**Heiko Koerte**  
Director Sales and  
Marketing, N.A.T.

**Nikos Kyriopoulos**  
Director of Product  
Marketing, Media Excel

**Ray Larsen**  
Deputy Director  
Accelerator Engineering  
Division, SLAC National  
Accelerator Laboratory

**Mark Leibowitz**  
Hardware Manager  
MCDS Programs, BAE  
Systems

**John Long**  
Product Line Manager,  
RadiSys

**Steve Looby**  
Director Product  
Management, SanBlaze  
Technology

**Gus Lowell**  
Director/Chief System  
Architect, Triple Ring  
Technologies

**Jeff Marden**  
Senior Technologist, GE  
Intelligent Platforms

**Peter Marek**  
Technical Director,  
Advantech

**Joe McDevitt**  
VP Marketing, PICMG

**R.J. McLaren**  
Systems Product  
Manager, Pentair  
Technical Products

**Brian Moore**  
Technical Chair/Fellow of  
the Technical Staff,  
SCOPE Alliance/Motorola

**Michael Munroe**  
Product Specialist,  
Elma Bustronic

**Asif Naseem**  
COO, GoAhead Software

**Mark Overgaard**  
Founder/CTO, Pigeon  
Point Systems

**Devashish Paul**  
Senior Product Manager,  
IDT

**Joe Pavlat**  
President, PICMG

**Bon Pipkin**  
Area Manager, AT&T  
Common Equipment  
Standards Group

**Shlomo Pri-Tal**  
CTO, Emerson Network  
Power



**Tony Romero**  
Senior Product Manager,  
PT

**John Sahlin**  
Chief Engineer, SAIC  
Defense and Maritime  
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**Ed Sayre**  
CTO, NESA

**Glenn Seiler**  
GM, Linux Solutions  
Wind River

**Viswa Sharma**  
President, PsiMast

**Dave Simonson**  
President, Simonson  
Technology Services

**Staffan Skogby**  
Senior Product Manager  
Platforms, Huawei  
Technologies Core  
Networks R&D

**Paul Stevens**  
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Advantech

**Tim Summers**  
Networking Products  
Division Manager,  
Freescale Semiconductor  
Europe

**Mike Thompson**  
Principal Engineer, Pentair  
Technical Products

**Tom Williams**  
Editor-in-Chief, RTC  
Magazine

**Rob Wolborsky**  
SPAWAR Chief  
Technology Officer, SSC  
Pacific Science and  
Technology Dept.

**Edward Young**  
Managing Director,  
CommAgility

# Registration Form

AdvancedTCA Summit & Exhibition  
 Doubletree Hotel, Santa Jose, California USA  
 November 1-2, 2011



Name		Title	
Company / Organization			
Address			
City	State / Province	Zip / Postal Code	
Country	Email		
Phone	Fax		

## Demographics *Please circle appropriate numbers*

Type of Company	Size of Company	Purchasing Authority	Product Interests	Technology Interest	Allocation for purchases in the next year
1. ATCA/MicroTCA hardware/software supplier	6. 5,000 +	13. Approve	22. Board Computers	30. AdvancedTCA (ATCA)	36. Over \$1 million
2. ATCA/MicroTCA solution provider/consultancy/integrator	7. 100 to 4,999	14. Recommend/specify	23. Chassis/Backplanes	31. MicroTCA	37. \$100,000 - \$1 million
3. ATCA/MicroTCA user (equipment maker)	8. Less than 100	15. None	24. Chips	32. AdvancedMC (AMC)	38. Less than \$100,000
4. Equipment user	<b>Job Level</b>	<b>Primary Job Function</b>	25. Connectors	<b>Product Buying Plans</b>	39. Not purchasing
5. Other: _____	9. Executive	16. Corporate management	26. Interconnect	33. Plan to buy products within the next year	40. Not certain of the amount
	10. Manager	17. Technical management	27. Middleware	34. Looking for products for new projects	<b>End User</b>
	11. Staff	18. Engineering	28. Operating Systems	35. Looking for general information	41. Yes
	12. Other: _____	19. Software development	29. Processors		42. No
		20. Marketing/sales/PR			
		21. Other: _____			

## Registration

	<u>Pre-Registration</u>	<u>On Site</u>
<input type="checkbox"/> <b>Full Summit (Tues - Wed) Best Value!</b> .....	\$ 695	\$ 995
Includes access to Tutorials; all reserved and open sessions; panel discussions; exhibits; luncheons; receptions; refreshment breaks; conference proceedings; handouts and prize drawings.		
<input type="checkbox"/> <b>One-Day Technical Program</b> <input type="checkbox"/> <b>Tuesday</b> <input type="checkbox"/> <b>Wednesday</b> .....	495	695
Includes access to all events on the day selected.		
<input type="checkbox"/> <b>Exhibits and Open Sessions Only</b> .....	.0	.50
<input type="checkbox"/> <b>Press Analyst (credentialed)</b> .....	.0	.0
<input type="checkbox"/> <b>Speaker: Non-Exhibitor/Sponsor</b> .....	.300	.995

## Payment Information

<input type="checkbox"/> <b>Check Enclosed</b> <i>(make payable to <b>Conference ConCepts</b> in US dollars)</i>	
<b>Charge to:</b> <input type="checkbox"/> <b>Visa</b> <input type="checkbox"/> <b>MasterCard</b> <input type="checkbox"/> <b>American Express</b>	Card Number _____
Expiration Date _____	
Name on Card _____	Signature (required) _____

**Cancellation & Substitution Policy:** Cancellations received in writing by Sept 26, 2011 will be honored without penalty. Cancellations received AFTER Sept 26 and before Oct 10, 2011 will be assessed a cancellation fee of \$200 and must be received in writing. No refunds will be given after October 10. Substitutions may be made until Oct 10 without penalty and only with written confirmation and approval of the original registrant.

**FAX** completed Registration Form to: **401/765-6677** (must pay by credit card)  
 or **MAIL** (with check) to: **ExpoTrac, PO Box 1280, Woonsocket, RI 02895**  
 or register online: **www.advancedTCAsummit.com**