



## **ADVANCEDTCA SUMMIT 2006 ANNOUNCES VENTURE CAPITAL BUSINESS PLAN AWARDS WINNERS**

### **Awards Recognize Outstanding Telecom Business Plans**

October 30, 2006 – San Diego, CA – Conference ConCepts, Inc., presenter of the annual AdvancedTCA Summit, has announced the winners of the Venture Capital Business Plan Awards, held recently at the 2006 Summit in Santa Clara, California. The Awards, judged by a panel of Venture Capital experts, recognize the best business plans for telecommunications equipment systems, including hardware, software, peripherals, accessories, and services.

The Venture Capital Business Plan Awards winners are:

- First Prize: ShipCom LLC - Robert Block
- Second Prize: AVIVA Networks - Paul Sethy
- Third Prize: conteXtream - Sharon Barkai

“The Venture Capital Business Plan Awards showcase business plans that demonstrate a clear vision of the market and their own firm’s capabilities, and a strategic plan to meet their goals,” explained session organizer K.R.S. Murthy. “The winners are firms that our panel of VC veterans would put their money behind.”

The Venture Capital Business Plan contest was a part of a special session on Venture Capital in Telecommunications Equipment Industry, which was held on Wednesday, October 18th and was attended by many of the industry’s top VC firms. Dr. Lance Leventhal of Conference Concepts, Inc., was Program Chairperson, and RTC Magazine Senior Editor Ann Thryft was Chairperson. The Business Plan Awards were judged by a select panel of VCs that included:

- Bart Stuck, Managing Partner, Signal Lake Ventures
- Eric Zimits, Managing Partner, Granite Ventures
- Howard Lee, Venture Partner, CVM Capital
- Corley Phillips, Partner, American River Ventures
- Doug Tsui, Managing Director, Horizon Ventures
- Henry Wong, Founder, Diamond Tech Ventures

The panel evaluated each plan, assigning individual scores for marketing, technology, and organization, and an overall score. Those scores were then combined to provide a total. The winners were announced and prizes awarded during the October 18 Venture Capital session.

“The business plan submissions represented the different aspects of the ATCA, and demonstrated that start up companies will have a significant play in the adoption of ATCA in the coming years,” continued Murthy. “The spirit and promise of ATCA is not only for legacy, large and public companies, but also extends the opportunity to start up, early stage and SMB players in the telecom industry. Our goal in organizing the VC panel was to encourage and provide a

forum for the new entrants in the ATCA adoption in the telecom industry. The experts on the VC panel were especially chosen to provide feedback and direction to the entrepreneurs."

#### **About The AdvancedTCA Summit**

The AdvancedTCA Summit is the only conference dedicated entirely to the Advanced Telecommunications Computing Architecture – the new PICMG standard platform for telecommunications applications. The Summit features tutorials, workshops, paper and panel sessions, keynotes, and exhibits. Subjects include hardware, software, design methods, applications, standards, interfaces, design methods, and market research. It also covers related standards such as AdvancedMC, MicroTCA, and ATCA300. AdvancedTCA Summit 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. Attendance at this year's second annual Summit was approximately 1,000 unique attendees, an increase of 30% compared to the 2005 Summit. 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 [www.conferenceconcepts.com](http://www.conferenceconcepts.com).

#### **About ShipCom LLC**

ShipCom LLC is the USA's only full service provider of HF voice, data and e-mail services to ships at sea. ShipCom is committed to providing reliable, high quality HF and VHF marine communication services. ShipCom's flagship station WLO, founded in 1947, has been in continuous operation for over 54 years, serving the commercial, military and recreational marine industry. For more information, visit [www.shipcom.com](http://www.shipcom.com).

#### **About AVIVA Networks**

AVIVA Networks brings to life standards-based communications platforms that bridge the telecom and enterprise worlds. The company's products deliver extreme security and performance for wireless, VOIP, IPTV and data services, providing major cost savings and new profit engines. Information about AVIVA Networks is available on the Web at [www.avivanetworks.com](http://www.avivanetworks.com).

#### **About conteXtream**

conteXtream provides communication servers for the up-and-coming Video, Voice, Data, Multi-Play telecommunications. Fusion of IT and network technology enables conteXtream to convert arrays of standard compute blade-servers to a single, metro-wide, stream grid-router which is highly scalable. conteXtream's customers, Telecom operators, benefit from outstanding service roll-out velocity for the 3play market, in bringing up new subscribers and applications, combining

control, scalability, and plug & play simplicity in a single technology, single product, and standard platform. For more information visit [www.contextream.com](http://www.contextream.com).

Contacts:

Dr. Lance Leventhal  
AdvancedTCA Summit Program Chairperson  
(858) 756-1843  
[lance@advancedtcasummit.com](mailto:lance@advancedtcasummit.com)

Judy Plummer  
ZNA Communications  
(831) 425-1581 x204  
[judy@zna.com](mailto:judy@zna.com)