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More Than 70 Companies To Showcase Latest Advances in ATCA and MicroTCA Products and Technologies at Third Annual AdvancedTCA Summit

Intel, Motorola, SAIC and Ericsson Executives to Deliver Keynote Addresses on AdvancedTCA and MicroTCA Technology Trends and Applications

October 3, 2007, Santa Clara, Calif. – More than 70 companies will showcase the latest ATCA and MicroTCA product and technology advancements at the third annual AdvancedTCA Summit. AdvancedTCA and MicroTCA are the first open industry specifications for networking equipment capable of handling the latest processors and interfaces, meeting the needs of next-generation applications, and providing the robustness required by telecom, military, defense, and medical systems. Held at the Santa Clara Convention Center on October 16-18, AdvancedTCA Summit brings attendees practical, up-to-date information on using AdvancedTCA and MicroTCA for reducing equipment cost and development time, and making equipment more flexible and more maintainable. Online registration is open at www.advancedtcasummit.com.

According to Crystal Cube Consulting, AdvancedTCA will be a \$1 billion market by 2009 and MicroTCA will be a \$1 billion market by 2010. AdvancedTCA continues to build a complete ecosystem with more products becoming available, more efforts toward end users defining their needs, and initial testing and certification programs. There is tremendous interest in the small, low-cost MicroTCA standard for many applications, including military, defense, and medical, as well as telecom.

"AdvancedTCA is a major driver for fueling future growth across the telecom industry's entire value chain," said Ernie Bergstrom, Principal and Founder of Crystal Cube Consulting and AdvancedTCA Summit 2007 conference chair. "Many designers working on military/defense, industrial control, process control, instrumentation, medical equipment, broadcasting, storage, and enterprise networking applications are considering these standards for their applications as well."

AdvancedTCA Summit keynote addresses will include:

Anthony Neal-Graves, General Manager, Modular Communications Platform Division, Embedded Communication Group, Intel – “Adapt or Die: How Modular Platforms Deliver Breakthrough Services” – Growth in Telecom is being driven by revenues coming through new services. The ability to introduce and rapidly scale out infrastructure to support these services is a critical success factor. Anthony Neal-Graves will discuss the continuing growth of new opportunities across the entire supply chain resulting from the move to open standards-based modular platforms.

Brian Carr, Strategic Marketing Manager, Motorola Embedded Communications Computing – “Communications Servers Come of Age” – The first waves of open standards-based communications servers have now been adopted in the next generation of networking equipment to support emerging applications. As this trend accelerates, the breadth of applications is expanding, driven by continuing work in the standards development organizations, guidance from equipment providers, the advent of key new technology, and progress on ecosystem interoperability. Brian Carr will highlight key technology trends enabling the new wave of applications and discuss how the burgeoning ecosystem is removing barriers to further adoption.

John Walrod, Assistant VP, SAIC Advanced Systems Division – “You're in the Navy Now! Can AdvancedTCA Break the Ice in Military Applications?” – Military and defense applications are today poised to handle the requirements of network-centric warfare. New standards are essential to combine the latest devices, interconnects, and communications methods with traditional military demands for high reliability, long lifespans, and extreme ruggedness. John Walrod will discuss the potential role of AdvancedTCA in an increasingly network-centric military, and recommend strategies to increase AdvancedTCA's market share in future military systems.

Magnus Karlson, Expert on Open Systems Software Architecture, Ericsson AB – “NEPs and the COTS Ecosystem” – The world's leading NEPs have joined together in the SCOPE Alliance to collectively voice their needs, shape the future of Carrier-Grade Base Platforms, and advance the commercial off-the-shelf (COTS) ecosystem. Magnus Karlson will address SCOPE's role in the COTS ecosystem, the work that it has done to date, and the goals that it plans to meet in the future.

AdvancedTCA Summit highlights will include:

- An Industry Leadership Award for promoting standards-based open system architectures for telecommunications and related applications.
- Best of Show Awards for hardware, software, infrastructure, and newcomer products.
- A Beer, Pizza, and Chat with the Experts session for attendees to network with leaders in specific subject area.
- A Venture Capital session featuring a one-page business plan contest that will provide a simple, free way to put ideas in front of major investors.
- A special Market Research session offering the latest market research from industry leader Venture Development Corporation.

Hosted by Conference ConCepts, Inc., 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. The Summit 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), SAF (Service Availability Forum), and the Ethernet Alliance. For more information, visit 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.

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