



5th Annual AdvancedTCA Summit & Exhibition • October 27-29, 2009 • Santa Clara Convention Center • Santa Clara, California

FOR IMMEDIATE RELEASE

AdvancedTCA Summit 2009: Event Focuses on Telecom and Military/Defense Applications of the Latest COTS Modular Platforms

Thought Leaders from Intel, BAE Systems, Emerson Network Power, and U.S. Department of Defense Will Explore Innovations and Opportunities in AdvancedTCA and MicroTCA

SAN DIEGO, CA, September 29, 2009 – The AdvancedTCA Summit 2009, to be held October 27-29 at the Santa Clara Convention Center in Santa Clara, California, will showcase the initiatives, technologies, and opportunities for business growth that will shape the future of AdvancedTCA and MicroTCA in telecommunications, military/defense, and other industries. Keynote speakers will include John Healy from Intel, Phil Turner from BAE Systems, Jim Doyle from Emerson Network Power, and Jaymie Durnan from the U.S. Department of Defense. This year's focus will be on military applications with an emphasis on large programs such as CANES, revised procurement policies, and obtaining military/defense business for COTS modular platforms. For more information, visit <http://www.advancedtcasummit.com>.

Attendees will:

- Learn how to develop next-generation networks and military communications systems using AdvancedTCA and MicroTCA
- Learn from experts how to design and integrate AdvancedTCA and MicroTCA applications
- Understand the current market trends for AdvancedTCA and MicroTCA.

“AdvancedTCA Summit 2009 is a must-attend event for anyone interested in the modular, open standard AdvancedTCA and MicroTCA platforms for telecommunications and embedded applications,” said Ernie Bergstrom, president of Crystal Cube Consulting and [Chairperson of the AdvancedTCA Summit](#). “The summit is a unique gathering of technology leaders, key vendors, and industry associations at all levels in the supply chain. Attendees will learn about multicore solutions, the latest power and cooling methods, wireless systems including femtocells, network-centric military applications, new backplane and storage options, and more.”

The AdvancedTCA Summit 2009 features:

- **AdvancedTCA and MicroTCA Interoperability Demo:** Mixed chassis and blade systems from many manufacturers working together with video streaming applications running on multiple racks

- **Half-day Forums:** Next-Generation Power and Cooling, Developing Wireless Applications, AdvancedTCA/MicroTCA in Server Applications, and Multicore Technology
- **Half-day Tutorials:** Introduction to AdvancedTCA/MicroTCA, AdvancedTCA/MicroTCA System Integration (Parts I and II), and AdvancedTCA/MicroTCA Hardware Development
- **Special Sessions:** Welcoming Reception and Year in Review Panel, 60 AdvancedTCA/MicroTCA Design Tips in 60 Minutes, The Users Talk Back, and Top Ten Things You Need to Know about AdvancedTCA and MicroTCA Today
- **Paper and Panel Sessions:** Hardware, Applications, Security, COTS Ecosystem
- Meet with Top Experts from Cisco, Intel, NTT, Alcatel-Lucent, Emerson Network Power, Kontron, RadiSys, Wind River, Enea, GE, Synopsys, Freescale, and many others.
- **Special Market Research Session:** Current ATCA Market Conditions
- **Third Annual Best of Show Awards:** Featuring categories for the Best Hardware Product, Software Product, Infrastructure Product, and Unique Customer Application

For a preview 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 (PCI Industrial Computer Manufacturers' Group), CP-TA (Communications Platforms Trade Association), SCOPE (network equipment providers), SA (Service Availability) Forum, OpenSAF, and the RapidIO Trade Association. 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: <http://www.conferenceconcepts.com>.

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