

PRESS RELEASE

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RTECC Boston 2010 Event Exceeds Attendance Record

Real-Time & Embedded Computing Conference Sees 27% Increase in Turnout

SAN CLEMENTE, California – The Real-Time & Embedded Computing Conference – held on May 25 near Boston, MA – saw a record turnout increase of 27%, nearly 350 software and hardware engineers, managers, CTOs and CIOs.

Providing (RTECC) participating vendors an impressive return on investment, this single-day event generated a total of “534” sales lead opportunities.

RTECC - with over 140 experts showcasing new products in the exhibition – ran parallel to a broad spectrum of technical seminars presented in 34 breakout sessions and two hands-on workshops. Most notable was the full-day track by The MathWorks, as well as the Bsquare and Intel / Insyde Software workshops.

The exhibition hall also included an ‘*OpenVPX Pavilion*’ with BittWare, Curtiss-Wright Controls, Elma Electronic, Extreme Engineering, Hybricon, Kontron, Mercury Computer Systems, Pentek, SIE and TEK Microsystems.

In addition, an executive group of panelists spoke about the new OpenVPX technology and products now ready to deploy. “I was more than thrilled by the level of intelligent discussion provided at our OpenVPX panel. Spurred on by questions from the audience and myself, our insightful experts delved into variety of topics ranging from OpenVPX applications to switched fabrics to VPX/VME hybrid systems. And having top individuals involved in the creation and the OpenVPX spec added an extra level of authority to the event,” stated Jeff Child, Editor in Chief of *COTS Journal* and moderator of the OpenVPX Panel Discussion.

At the conclusion of RTECC, two exhibiting vendors were recognized with special awards. With a very unique display, IXXAT won the ‘Most Effective, Eye-Catching Exhibit – and Emerson Network Power, won the “Best Technology Implementation in Action” for the Katana 2000 ATCA Bladed Servers’ innovative fault-tolerant cooling scheme.

RTECC, in its 23rd year of successful road shows to the embedded industry, continues to provide vital face-to-face connections between vendors and engineers worldwide.

About the RTC Group

The RTC Group is the leading provider of sales activities designed to offer vendors in the OEM electronics industry cost-effective ROI. Services are designed to create focused and specific sales leads for vendors, increasing their sales efficiency and decreasing closing time.

Contact The RTC Group at +1 (949) 226-2000 or visit www.rtcgroup.com.

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