

## **PRESS RELEASE**

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THE RTC GROUP

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## **The RTC Group Announces “Internet of Things” Keynote in Santa Clara January Conference**

RTC's Real-Time & Embedded Computing Conference Launches 2012 Road Show in California's Silicon Valley

SAN CLEMENTE, California – [The RTC Group](#), premier event and marketing company serving the OEM electronics industry for 25 years, brings the venerable Real-Time & Embedded Computing Conference (RTECC) to the Santa Clara Convention Center on January 17 and is especially excited to announce its Keynote Speaker, CTO and Chief Scientist at [The PTR Group](#), Michael Anderson.

Mr. Anderson's timely Keynote, “[Transitioning to IPv6 – the Internet of Things](#)” promises to reveal if we are heading into a ‘panic situation’ and what the necessary transition actually will mean to the world as we know it.

In a recent statement, he explains, “*Consumers like and expect their gadgets to be connected - the ability to play a video captured on a mobile device or HD television, the ability to program the DVR to record a show while stuck in traffic, etc. Unfortunately, a proliferation of intelligent, connected devices puts a major strain on an already exhausted IPv4 network address space. We need more addresses, and a way to connect various devices together. The wide-spread deployment of IPv6 gives us the address space needed but isn't a commonly deployed protocol... yet. And, we need more intelligence built into devices to support the connectivity that's desired. Hence, the Internet of Things and IPv6 are joined at the hip. See how this is a game changer for many industries scrambling to enable interoperability.*”

The single-day RTECC showcases exhibits which run parallel with 36 technical workshops and seminars; with the *IoT* Keynote slated at lunch for all to attend. RTECC is a face-to-face opportunity for engineering professionals, consultants, analysts, and media to see the latest product releases from key vendors, including: AMD, Intel, ARM, Schroff, MathWorks and over 100 more. For additional info and how to [register](#) for a free guest pass with complimentary lunch, visit [www.rtecc.com](http://www.rtecc.com), and select ‘[Santa Clara](#)’.

### **About the RTC Group**

The RTC Group is a leading provider of marketing services for vendors in the OEM electronics industry. RTC publishes *RTC* magazine, *COTS Journal* and *MEDS* magazine. RTC produces the Real-Time & Embedded Computing Conferences worldwide and the MEDS-Medical Electronic Device Solutions Conference. Corporate offices are in Orange County, California, and are online at: [www.rtcgroup.com](http://www.rtcgroup.com).

### **About The PTR Group**

The PTR Group is an experienced team of technical professionals specializing in embedded, real-time and distributed system solutions and services. These services include software development, prototype development, consulting and training exclusively for the needs of the embedded and real-time Federal and commercial markets. The company was founded in 2000. The PTR Group, Inc. is employee owned with offices in Virginia and Maryland. For more information, visit [www.ThePTRGroup.com](http://www.ThePTRGroup.com).

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