

## PRESS RELEASE

For release Thursday, December 10, 2009



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## New VPX Architecture Showcase at Real-Time & Embedded Computing Conference Industry Leaders Get Ready for OpenVPX Panel Discussion, Pavilion at RTECC Santa Clara

*San Clemente, California* — The Real-Time & Embedded Computing Conference (RTECC) announces top VPX technology suppliers to take part in an OpenVPX Pavilion, and panel discussion on January 26 at the Santa Clara Convention Center. The panel discussion, titled: “*Overcoming Integration Challenges when Harnessing Next-Gen Compute Architectures with OpenVPX*”, will be moderated by Michael Munroe, Technical Product Specialist with Elma Bustronic. Panelists include:

- Mercury Computer Systems - Greg Tiedemann, Director, Product Line Management, Small Form Factors
- GE Fanuc Intelligent Platforms - Richard Kirk, Global Product Manager, Military and Aerospace SBCs
- Curtiss-Wright Controls Embedded Computing - Pete Jha, Senior Software Engineer

In an abbreviated statement from Ray Alderman, executive director of VITA ([www.vita.com](http://www.vita.com)) - the trade association dedicated to fostering ANSI accredited, open system architectures in critical embedded system applications: “*VPX technology builds on the extended legacy and enormous ecosystem built by VME, and VPX has now reached a critical stage in its technical development. VPX is ready for prime time*”.

The RTECC panelists will give its audience several unique perspectives about the OpenVPX architecture framework for multimodule, integrated systems environments. They will address why it is key for designers to craft interoperable computing and comms platforms, putting OpenVPX into action – and will conclude with insights on the implications of OpenVPX for compute-intensive programs today and tomorrow.

Jeff Child, Editor-in-Chief of *COTS Journal* states, “*Over the years I've seen quite a few embedded computing systems specifications come and go. But the journey of OpenVPX from concept all the way to its current high-quality end result stands out. For RTECC Santa Clara, we've put together a top-notch panel of industry experts, each of which has a unique view on what OpenVPX offers and how to implement OpenVPX-based systems to meet emerging military/aerospace program needs.*”

### About RTECC

To participate in the Real-Time & Embedded Computing Conference ([www.rtecc.com](http://www.rtecc.com)), contact Lauren Rathfelder-Hammers at [lauren@rtcgroup.com](mailto:lauren@rtcgroup.com) or Carrie Bowers at [carrieb@rtcgroup.com](mailto:carrieb@rtcgroup.com). In 2010, RTECC begins its 24<sup>th</sup> year of successful road shows connecting leading vendors in the OEM electronics industry with software and hardware engineers designing computing systems and time-critical applications worldwide. Santa Clara is the largest RTECC show with expectations of over 700+ attendees and in excess of 1,000 total sales leads generated from the single-day event.

### About the RTC Group

The RTC Group is the leading provider of sales activities designed to offer vendors cost-effective ROI. Services are designed to create focused and specific sales leads for vendors, increasing their sales efficiency and decreasing closing time. The RTC Group is at +1 (949) 226-2000, and [www.rtcgroup.com](http://www.rtcgroup.com).

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