



PRESS RELEASE

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THE PRODUCERS OF ARM[®] TECHCON³ LESSEN VENDOR RESTRICTIONS AND OPEN THEIR EVENT TO NON-ARM TECHNOLOGIES IN 2010

SAN CLEMENTE, California —The RTC Group, along with their partner, Convergence Promotions, after discussions with ARM[®] decide to lift restrictions limiting which companies are eligible for exhibition and what products and services can be displayed.

“It is my hope,” stated Glenn Imobersteg, CEO of Convergence, “that we can build upon our success from last year’s ARM[®] techcon³. Our virtual conference far exceeded our competition with over a 1000 registrants, bringing the total of our event and virtual event to well over 3500 guests.”

Moving into 2010 with a new name, the producers of ARM[®] DevCon and ARM[®] techcon³ have adopted “**Global Technology Congress**,” to take place in their normal time slot in October. This name sets the stage for the new expanded program. So in addition to the rich history of ARM-related technologies, conference sessions will include content in support of other processor families such as Intel[®] Atom[™], PowerPC[™], MIPS, AVR and others.

At the conclusion of last year’s techcon³ event, many of the processor agnostic companies were emphatic that they were not happy displaying only a fraction of their products due to the previous restrictions. It is expected that there will be a wide array of new exhibitors and products featured throughout this year’s event.

The *Global Technology Congress* will be held in October at the Santa Clara Convention Center in Santa Clara, California.

“Building on the 83 vendors, the 110 technical sessions and the Virtual Conference, our goal for 2010 is to leverage the introduction of new technologies for an even a greater return for our sponsors,” stated Vaughn Orchard, Event Sales Manager.



Global Technology Congress
Featuring for 2010

- Cloud Computing Models
- Android and Open-Source Mobile Application Environments
- Wireless Connectivity
- SoC Design and Development
- Low-Power Processing
- SmartGrid and Connected Power Management
- MCU and Tool Developments
- Mobile Application Integration

For further information and how you might participate, go to
www.globaltechnologycongress.com

Convergence Promotions - Is the premier provider of Alliance Partner Programs in the Embedded, Handheld and Wireless industries. Delivering partner programs that serve as a catalyst, bringing like-minded businesses together. These programs create synergy for sponsors and partners by providing an environment that fosters business relations, creates customer awareness to increase sales for both the sponsor and their partners and encourage technical discussion to improve products. Convergence Promotions supports its partner programs with Embedded-Developer.com, IQ Magazine and IQ Online.

The RTC Group - For 25 years The RTC Group has focused its attention on providing the most efficient, cost-effective tools for sales and marketing in the computer and electronic design marketplace. This singular passion has made The RTC Group one of the leading media and marketing companies in the embedded and electrical design community. The RTC Group also produces the Real-Time & Embedded Computing Conference (RTECC), RTC magazine, COTS Journal, EDA Tech Forum and aptyc.com sales portal.

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