



MOUNTAIN VIEW ALLIANCE

Enabling the COTS ecosystem through coordinated open specifications

FOR IMMEDIATE RELEASE

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MVA Launches Communications Ecosystem Conference San Diego, California Conference to Unveil in February '07

Mountain View, CA September 5th, 2006 - The Mountain View Alliance (MVA), a consortium of open specification organizations in the communications industry, will launch its first annual conference, a two day event called the "MVA Comms Ecosystem Conference" on February 28th 2007.

The MVA, focuses on coordinating and promoting the activities of its member organizations. It has chosen the RTC Group, a leading conference management firm, to produce this event. The MVA and RTC have begun to shine a worldwide spotlight on the MVA-CEC 2007 event, which will be held at the conference facilities of the Manchester Grand Hyatt Hotel on the waterfront in downtown San Diego.

The MVA was established in June 2005. Its members include PICMG, the Service Availability Forum (SA Forum), the Optical Internetworking Forum (OIF), the RapidIO Trade Association, the SCOPE Alliance, the Communications Platforms Trade Association (CP-TA) and the Open Communications Architecture Forum (OCAF). More than 500 influential companies are represented by these member organizations, many of whom will be gathering for this educational two-day conference in February 2007.

"The industry is ready for a unifying event such as MVA-CEC that will address the breadth of issues of building open specifications based commercial off-the-shelf equipment for the converging wireless, Service Provider / telecom and internet infrastructure markets," said Rob Davidson, the PICMG representative at the MVA. "This event will demonstrate the maturity of the underlying specifications, the readiness of the ecosystem of both consumers and suppliers of standards based products and strengthen the ties between organizations by building grass-roots connections between members" he added.

The event is a gathering of MVA organizations' member companies and is open to all professionals interested in learning more about the activities of member organizations and related open specifications. It is expected to attract industry professionals and luminaries from throughout the industry, including Service Providers, Network Equipment Providers, and other users and suppliers of high availability equipment such as carriers and large enterprises. The conference will include education sessions, interactive round table discussions as well as presentations from technology and business leaders from the entire ecosystem. The conference will also serve as the incubator for cross group activities & events in the future.

This inaugural event is off to a great start with the appointment of industry thought leaders as Technical Co-chairs: Magnus Karlson of Ericsson, and Technical Work Group Chair of the SAForum, Timo Jokiahho of Nokia and the Chairman of the SCOPE Alliance, and Mark Kent, Head of Technology Strategy, BT Global Services. The technical chairs are responsible for setting the agenda, selecting the speakers, and chairing the conference.

For information on exhibiting or sponsorship availability in the MVACEC, contact Mike Miller at 415-383-2319, mmiller4@pacbell.net. For information about attending, contact Stacy Gandre at 949-226-2024, stacyg@rtcgroup.com. Visit www.mvacec.com

About the Mountain View Alliance

The Mountain View Alliance mission is to accelerate the adoption of platforms and building blocks based on the specifications of member organizations. The goal of the MVA is to optimize effectiveness of its member organization through coordinate marketing activities including joint trade show participation, joint meetings, and outreach activities. As the need arises, the MVA will also facilitate multi-faceted co-operation between its member organizations. Through such activities, the MVA aims to promote a diverse and thriving ecosystem of open-specification based components and platforms. For more information go to www.mountainviewalliance.org

About the RTC Group

The RTC Group has been producing effective real-time and embedded industry events for over 19 years. In addition, the company publishes three trade magazines, RTC and COTS Journal, both standard-bearers in the industry, and its latest magazine, PKG, now in distribution. RTC provides marketing and design services plus scalable custom event programs worldwide. The RTC Group is an international marketing services organization with corporate offices located in Southern California, USA.

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