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MOUNTAIN VIEW ALLIANCE INAUGURAL COMMS ECOSYSTEM CONFERENCE SURPASSES EXPECTATIONS

San Clemente, CA, March 16, 2007 - The Mountain View Alliance (MVA), a consortium of open specification organizations in the communications industry, receives high marks from its own consortium members, event sponsors and attendees alike. MVACEC '07, held on February 28-March 1, is the first and only event to address the breadth of issues of building open specifications-based commercial off-the-shelf equipment for the Carrier Grade Platforms used in the wireless, Service Provider / telecom and internet infrastructure markets.

Leading representatives from BT Global, Ericsson, IBM, Intel, Motorola, NTT, Nokia, Verizon and many more throughout the industry gathered for the event in San Diego, California. Tom Cox, Executive Director of the RapidIO Association was excited with the outcome and stated, "MVACEC was an attendee mix of the whole communications ecosystem that you don't get anywhere else. The eight MVA special interest groups each reach a different audience, all with a vested interest to be here – this conference brought focused players in both hardware and software."

Jorge Magalhaes, director of marketing, Embedded Communications Computing, Motorola, Inc. added, "Motorola was very pleased with the outcome of the inaugural MVACEC event. We were most impressed by the broad spectrum of service providers, network equipment providers and communications vendors represented by both the speakers and on the associated panels. There was also a high level of engagement in the breakout sessions, which significantly contributed to the overall experience."

This timely conference opened with Rob Davidson, representing the Mountain View Alliance, reviewing 'Why This Event – Why Now.' Mr. Davidson was followed by an energetic keynote address by Mark Kent, Head of Technology for BT Global, as he captured everyone's attention demonstrating the true progress of open specifications and the challenges being faced from an operator's perspective (visit www.mvacec.com to view Mr. Kent's keynote presentation).

"Congratulations on a successful event that certainly filled a gap in the market between the standards groups, NEPs, and their suppliers," said Steve Jennis, Senior Vice President, Corporate Development, PrismTech.

MVACEC '07 is a result of the tremendous efforts of its technical co-chairs: Timo Jokiaho of Nokia, Magnus Karlson of Ericsson AB, and Mark Kent of BT Global as well as the overwhelming sponsor support from Intel, Motorola, plus AMCC, Diversified Technology, ENEA, GE Fanuc, Interphase, Kontron, RadiSys, RapidIO, S3 and Wind River.

“This is an excellent conference opportunity to gather together a host of technologies, customers, complimentary partners, press and analysts. Our team had a great opportunity to discuss with our peers technology directions important to the industry including the momentum of open specifications,” stated Kathy Pate, Marketing Specialist with GE Fanuc Embedded Systems.

Based on its overwhelming success, MVACEC will be presented in Northern California’s Silicon Valley in March 2008.

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 cooperation 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. Mountain View Alliance, MVA, and Comms Ecosystem Conference and MVACEC are trademarks of the Mountain View Alliance.

About the RTC Group

The RTC Group has been producing industry events for over 19 years. In addition, the company publishes four trade magazines, *RTC* and *COTS Journal*, both standard-bearers in the industry, *PKG* and *Portable Design magazines*, 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 in Southern California. For more information: www.rtcgroup.com.