



## **PRESS RELEASE**

For release on Tuesday, February 3, 2009

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## **Despite Economy Concerns, RTECC Draws Exciting Turnout at First 2009 Event** Santa Clara Produces over 1,000 Leads, Signaling Strong 2009

*San Clemente, CA* - The Real-Time & Embedded Computing Conference (RTECC) launched the new year with great success in Santa Clara last week, garnering 1,019 total sales leads and a sizable hike in attendance to 670 software and hardware engineers. This reflects an 18%+ uplift and points directly to the effectiveness of the RTECC show, especially in a flagging economy. The considerable increase also boasts of RTECCs strength during a recession in contrast to other conferences experiencing lower attendance levels.

At the event, attendees had multiple opportunities to connect with key industry leaders. The new Chief Technology Officer with The Linux Foundation, Ted Ts'o delivered a compelling Keynote entitled, "*Leveraging Linux in a Lousy Economy*", with a crowd of listeners seeming to hang on every word. Mr. Ts'o touched on many points, including his opinion on how Linux saves money, legal and security concerns, as well as showcasing how Real-Time Linux is on a warship with Raytheon designing for the next generation Destroyer, known as the DDG-1000 project.

Several hot topics in breakout seminars drew sizable attendance, such as *Static Analysis* by The MathWorks, *Windows Embedded CE Training* by BSQUARE, *FPGA's* by National Instruments, *Controller Area Network* by esd electronics, and *Open Source* topics by MontaVista Software and Wind River, and many others.

Both MontaVista and Wind River also held pivotal positions at a *standing room only* Panel Discussion moderated by industry guru, Rick Lehrbaum. Panelists Jim Ready from MontaVista, Glenn Seiler with Wind River, plus John Grana from Performance Technologies, and Bill Weinberg with linuxpundit.com conversed among themselves and the audience with ease and purpose. Finally giving a resounding answer to the topic at hand, "Embedded Linux Turns 10, Has It Lost It's Mojo?"

The RTC Group honored three exhibitors for demonstrating extraordinary efforts:

- Most Creative, Innovative Exhibit ~ award presented to Swell Software
- Most Engaging Sales Presence ~ award presented to Jeff Maier and Jenny Björkdahl with MontaVista Software
- Best Pre-Show Marketing ~ award presented to Congatec

RTECC Santa Clara's throng of attendees flowed to seminars and workshops, and back to the exhibition hall, concluding a busy day for everyone including RTC's own Editor-in-Chief, Tom Williams who held several one-on-one vendor meetings keeping the lines of communication always open.

### **About the RTC Group**

The RTC Group is a worldwide marketing services company for premiere vendors addressing the embedded markets. The company prides itself on meeting the client's needs to enhance sales through the use of their many standard and custom products, such as its premiere event, the Real-Time & Embedded Computing Conference known as "RTECC". Our products and services can be reviewed at [www.rtcgroup.com](http://www.rtcgroup.com).