



Marketing Communications

Embedded Systems Group

MicroTCA Launch Update

Will Smith, Marketing Communications Manager



MTC5070 Launch Activities

◆ MicroTCA Launch -

- Use the Embedded Systems Conference as official launch vehicle
- UK group did several press meetings in early April
- CA office creates MicroTCA white paper for Marketing's use
- April 8th press release announcing general availability
- 60,000 embedded engineers/system architects receive email of product announcement





MTC5070 Launch Activities

◆ Embedded Systems Conference: April 15-17, 2008

Truly – a team approach!

- ❑ Pre-show mailer sent to over 3,500 attendees inviting them to our booth
- ❑ Sales Team drives appointments at the show via email campaign to their customers and prospects
- ❑ Event Sponsorship – door decals & banner for branding and product awareness as well as to help drive traffic to booth
- ❑ Excellent booth location! (10 x 20)
- ❑ Engineering designs (way cool!) demos
- ❑ Hospitality Suite – private meeting space in board room setting at adjoining Marriott Hotel for press appointments and customer meetings
- ❑ New! 4-page product data sheet and product overview video
- ❑ Engaged the services of a PR firm to schedule press meetings for us
- ❑ Full product demo also in Advanced Micro Devices' booth



MTC5070 Launch Activities

- ◆ Heard on the press tour from several editors: **"You guys are always coming up with innovative and cool things!"**
- ◆ **"...An elegant solution** that overcomes many of the issues surrounding a newly released standard." -- CompactPCI and AdvancedTCA Systems Magazine

QUOTES USED FOR OUR PRESS RELEASE:

- ◆ "VDC believes that driving down development time and cost is absolutely vital to the success of any open-standard platform. **Performance Technologies has well positioned the MTC5070** with its highly integrated architecture to do just this. It provides a way for MicroTCA users to meet their most important objectives." -- VDC Consulting
- ◆ **"Performance Technologies' approach to MicroTCA is a refreshing development** that combines performance and scalability at an ideal price point for the industry...the capabilities of the MTC5070 combined with the company's AdvancedMC modules and software offerings will provide a needed application-ready MicroTCA platform and encourage the adoption of this emerging standard." -- Crystal Cube Consulting



MTC5070 Launch Activities

◆ Results...

□ 6 Press Briefings before the event

- CompactPCI & AdvancedTCA Systems
- Crystal Computing
- EE Times
- Electronique (Europe)
- Electronique International (Europe)
- Freelance writer (Europe)

□ 18 Press Briefings Onsite

- ATCA Newsletter
- Boards and Solutions (Europe)
- Chip Design
- Control Engineering
- COTS Journal
- Design Line
- EDN
- EG3
- Electronic Design
- Electronic Trend Publications
- Electronics Products Magazine
- Embedded Systems Design
- Embedded Technology (NASA Tech briefs)
- Military & Aerospace Electronics
- Military Embedded Systems
- New Electronics (UK)
- RTC Magazine
- TechFocus Media



MTC5070 Launch Activities

◆ Results...

- ***Military Embedded Solutions Magazine*** selects the MTC5070 for its Editor's Choice Award. This will be announced in the May issue of the magazine



- ***EG3***, another embedded technology magazine and online resource selects our press release on the MTC5070 as its Editor's Choice News



MTC5070 Launch Activities

◆ Results...

□ Booth Traffic

- Approximately 25-30 inquiries to follow-up on, including several hot leads that we would not have known about if we were not exhibiting
- Six or more (potential) significant sales opportunities
- Branding – Performance Technologies has **the** premier MicroTCA solution available

□ Additional Meetings

- Intel Embedded Alliance Director
- AMD Embedded Product Directors and Managers
- 6 Partner Channel Meetings
- 10 Sales / Prospect Meetings