



For Immediate Release

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Inaugural Electronic Design & Development Conference Announces Internationally Renowned Speaker

Michael Barr Shares Expertise in Embedded Programming and More

ROC Exhibitions, Inc., producer of Mexitrónica now in its twelfth year in Guadalajara, also will produce the Design & Development Conference (ED&D) during that same period from Tuesday through Thursday, October 10 through 12, 2006. Mexitrónica is the keystone of Mexico's International Design and Manufacturing Technology Week.

Michael Barr, president of Netrino Consulting, Arlington, Va., will present courses on real-time operating systems, introductory embedded programming and programming in C-language. He will be one of the featured instructors for this inaugural conference.

Embedded software modules written by Barr are currently deployed in several million products around the world. Barr has spent more than a decade developing embedded software, device drivers and system-level software. Well-known in the industry, Barr is an accomplished engineer, author, magazine editor and advisor to embedded systems conferences produced around the world.

In addition, ED&D will offer sessions about developing cutting-edge products and creating intelligent electronic applications. Topics will include circuit and system design, embedded programming, advanced components, design for manufacturing and other enabling technologies.

The educational conference will convene in the Hotel Hilton Guadalajara, directly across Avenue De las Rosas where Expo Guadalajara remains the site for the trade show. There is no charge for conference attendees to tour Mexitrónica's exhibition.

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Electronic Design & Development Conference/Add one

“Product design and engineering is a fast-growing segment of Mexico’s electronics industry,” says Jerry Carter, director of exhibitions for ROC Exhibitions. “We’ve made a commitment to recruit recognized, highly accomplished experts for the new conference as well as to deliver state-of-the-art techniques and technologies to design engineers in Mexico.”

National Instruments, an internationally-recognized technology pioneer and leader in virtual instrumentation, is the first conference sponsor to be named.

For information on attending or contributing to ED&D or on exhibiting at Mexitrónica, visit www.mexitronica.com or call Jerry Carter at 630-271-8210. In Mexico, contact Olga Villegas at (33) 3812-4774 ext. 117.

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FYI To interview Jerry Carter and other decision-makers organizing the ED&D conference, please contact Sheila King Public Relations, 773.239.2220, rocexhibitions@skpr.net.