



World-Class Management Components
FOCUSED. DEPENDABLE. PROVEN.

NEWS

FOR IMMEDIATE RELEASE

Media Contact:
Mark Overgaard
Pigeon Point Systems
831-438-1565
mark@pigeonpoint.com
www.pigeonpoint.com

**PIGEON POINT ShMM-700R WINS BEST OF SHOW AT
ATCA/ μ TCA SUMMIT 2011
4th Generation ShMM Named Best Infrastructure Product**

OCEANSIDE, California, November 1, 2011 – Pigeon Point Systems, LLC, the leading independent supplier of hardware platform management solutions for xTCA™ (including AdvancedTCA® or ATCA) announced today that its new ShMM-700R, the fourth generation of Pigeon Point's market-leading ShMM (Shelf Management Mezzanine) products, has won Best of Show at the ATCA/ μ TCA Summit 2011 for the Infrastructure Product category. The ShMM-700R module will be priced about 30% below the predecessor ShMM-500R, which is the dominant independent shelf management solution in the worldwide ATCA market. Shelf management represents one of the top five expense items in a typical ATCA shelf, so the ShMM-700R will allow Pigeon Point customers to deliver shelves at significantly reduced costs. Based on the 204-pin DDR3 SODIMM form factor, the ShMM-700R is also about 20% smaller than the ShMM-500R, for even more packaging flexibility.

The Best of Show judges credited the ShMM-700R win to several key attributes of the product. They noted a very carefully and thoroughly crafted implementation philosophy, including the use of the 204-pin SO-DIMM form factor, making the ShMM-700R easy to design onto a board, as well as the rich,

flexible, configuration possibilities for adapting its operation to the needs of particular shelf types. They also cited the integrated support for the SA Forum's Hardware Platform Management Interface (HPI) and, in general, the ShMM-700R's strong integration of the ShMM-700R with the ATCA framework.

"As this Summit celebrates 10 years of innovation for AdvancedTCA, we are delighted to recognize Pigeon Point's fourth generation ShMM and the continuing innovations in AdvancedTCA management that it represents," said Ernie Bergstrom, President of Crystal Cube Consulting and Chairperson of the AdvancedTCA/MicroTCA Summit. "AdvancedTCA's management facilities are a key contributor to the outstanding market success and even brighter future of this platform."

For additional information on the ShMM-700R and other Pigeon Point products, visit www.pigeonpoint.com; specifically, the main ShMM-700R news release can be found at www.pigeonpoint.com/news.html. Further queries are welcome via email at info@pigeonpoint.com.

About Pigeon Point

Pigeon Point Systems LLC delivers world-class management components for modular platforms based on the AdvancedTCA, AdvancedMC and MicroTCA architectures to leading companies worldwide. Pigeon Point's focus on providing dependable, proven solutions for the mandatory management controllers in these architectures allows customers to concentrate on the value-added aspects of their products. Deep expertise on these architectures ensures compliance and interoperability in the Pigeon Point components.

Pigeon Point, an executive member of PICMG, is a leader in its AdvancedTCA[®], AdvancedMC[®], and MicroTCA[™] subcommittees and is active in many other technical subcommittees. Pigeon Point is also a member of VITA and participates actively in its VITA 46.11 working group, which is defining a management architecture for VPX and OpenVPX. In addition, Pigeon Point is a contributing member of the Service Availability Forum and a leader in its HPI

Working Group. For more information on Pigeon Point Systems, visit www.pigeonpoint.com.

Pigeon Point and the stylized lighthouse logo, as well as IntegralHPI, are trademarks of Pigeon Point Systems. Other trademarks are the property of their respective owners.

###

Notice to editors: supplementary graphics are available in soft copy at www.pigeonpoint.com/press/ShMM-700R; the newest of those is included below, with a draft caption.

Graphic: Pigeon Point's 4th generation ShMM-700R (about 30% less expensive and 20% smaller than the market-leading ShMM-500R) has been named Best of Show – Infrastructure Product by the 2011 ATCA/ μ TCA Summit.

