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# IMTC to Demonstrate On-line Virtual Capabilities with its 2025 Forum Event and Future of Interoperability with SuperOp! 2010

*Leading Communications Companies United by 1st Virtual Event April 7-8 and 14th Interoperability Testing Event for Multimedia Products and Services to be Held in Jesi, Italy, April 26-30*

**San Ramon, Calif. – March 23, 2010:** The International Multimedia Telecommunications Consortium (IMTC) announced today two events that demonstrate the range of expertise and relevancy of IMTC in the world of multimedia communications. IMTC's 2025 Forum will utilize on-line multimedia services to hold a virtual summit on "How online technologies will impact your life and career in 2025". IMTC also announced its 14th SuperOp!, a premier annual testing event for the telecommunications industry to ensure multimedia products interoperate properly using international standards.

The 2025 Forum is a glimpse at the future of online technology in the areas of telepresence, online collaboration, social TV, education, media and standardization efforts. Running in a fully virtual format, 2025 Forum will take place on April 7 & 8, 2010 and will cover broad range of topics such as: Social TV, Triple Play, HTML 5, Metadata, Role of Virtual Worlds in Business, Online Collaboration, Democratization of Video Conferencing, Education in the year 2025 and the future of marketing. Visit 2025.imtc.org to register and attend 2025 Virtual Forum.
Speaking at the event:

- **Philip Graham,** VP/CTO, Emerging Technologies Group, Cisco Systems
- **Tim Gorree,** IT Solution Architect and Concept Owner for Virtual Nokia, Nokia
- **Alex Eleftheriadis,** Chief Scientist & Co-founder ,Vidyo
- **Amir Zmora,** VP Marketing, RADVISION
- **Marie-Jose Montpetit,** Senior Scientist, MIT
- **Alicia Abella,** Executive Director, AT&T Labs

SuperOp! 2010 is a must-attend event for all multimedia telecommunications equipment manufacturers and service providers, providing unprecedented opportunities to perform rigorous interoperability testing for their products and services. IMTC member and non-member companies are invited to participate in this week long testing event.

IMTC along with Platinum sponsors TANDBERG and Polycom will be hosting participating engineers from across the globe at Hotel Federico II in Jesi, Italy from April 26-30.  IMTC and Global Inventures are producing the event with local infrastructure, network and support from RADVISION Italy and AE.NET.

"We are privileged and honored to continue to support SuperOp! following TANDBERG's long tradition of commitment to interoperability", stated Patrick Luthi, Vice President of IMTC and Standardization Manager at TANDBERG. "SuperOp! is a major interoperability event on the international telecommunications calendar, bringing vendors together from all over the world to meet face to face with the aim of achieving enhanced service levels for the end user – a goal TANDBERG, the IMTC and its members are working hard to achieve."

SuperOp! is a significant event for the telecommunications sector and its engineers as it brings together the leading companies developing telecommunications products and services worldwide. The implementation and diversity of equipment, networks, protocols and vendors makes it impractical and costly for any company to duplicate such environment in its own test lab. All five days of the event are dedicated to testing and meetings held amongst each of the activity groups. This year's event will be highlighted with a kick-off meeting of the new IMTC Telepresence Activity Group.

More information including registration for both events may be found at http://www.imtc.org/events

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***About*** t**he International Multimedia Telecommunications Consortium (IMTC)**
The IMTC is an industry-leading, non-profit organization whose mission is to promote and facilitate the development and use of interoperable, real-time, multimedia telecommunication products and services based on open international standards.   The IMTC hosts interoperability testing events and demonstrations throughout the world. IMTC has hosted more than 20 such events to test H.323, 3G-324M, 3G-PSS, SIP, Nat/Firewall Traversal, T.120, H .320, and Voice over IP products and services with each other.   The IMTC Board of Directors includes representatives from AT&T, Cisco Systems, Dilithium Networks, Ericsson, LifeSize Communications, Nokia, Polycom, RADVISION and TANDBERG.  The San Ramon, California-based consortium comprises approximately 40 member organizations from around the globe. Membership is open to any interested party, including vendors of audio, document, and video conferencing hardware and software; academic institutions; government agencies; and non-profit organizations. "The IMTC is making Rich Media happen Anywhere, Anytime." Further information on IMTC can be found at http://www.imtc.org .