

NEWS RELEASE

ATC's Center of Innovation a Success for Austin's Technology Companies

AUSTIN, TEXAS, May 12, 2006 – Austin Technology Council (ATC), a member-driven association focused on promoting the growth and success of Austin's technology sector, celebrated the breadth and depth of its membership by holding a Center of Innovation conference. The May 3rd event took place while World Congress of Information Technology (WCIT 2006) was in full swing. In addition to exhibits from many of Austin's technology and service provider companies, the full-day event provided a unique opportunity for Austin companies to connect face-to-face with business leaders from around the world and present their businesses, products and services to an international market.

"I applaud Austin Technology Council for honing in with laser precision on a significant opportunity to showcase Austin's diversified technology prowess during WCIT 2006," said Eduardo Pérez, vice president of marketing for [Media Excel, Inc.](#) "The timing, planning and execution were outstanding. As an ATC member, this event provided excellent value."

Mayor Will Wynn spoke to attendees, expressing his pride in Austin's ability to demonstrate its world-class technology epicenter through such a resourceful and progressive event such as the Center of Innovation.

Exhibitors and attendees alike found merit in the strategic business development and robust networking opportunities with thousands of delegates from across the globe. The proximity to WCIT 2006 created an ideal situation for substantiating Austin's tech-savvy, business-friendly reputation.

"The Austin technology community is full of vigor," said Alisha Ring, President, Austin Technology Council. "By providing a showcase of local technology companies we sought to further bolster Austin's economic activity. The visibility provided at the Center of Innovation allowed our membership of Austin-based technology companies to platform their products and services to the world."

Event sponsors were IBM Texas Federal Credit Union, Dell, LifeSize Communications, Hoover's, InnoTech, Austin Business Journal, Time Warner Cable Commercial Services, AMS: Production Group, and SicolaMartin.

About Austin Technology Council

The ATC is a member-driven association of business and organization executive leaders, working together to promote the growth and success of Austin's technology sector. ATC envisions an Austin in which the technology community is the catalyst for inspiration and leadership that transforms our city into a world-center for business innovation, creative thinking, community involvement and educational support.