



APRIL 7 – 9, 2008 - METRO TORONTO CONVENTION CENTRE, NORTH BUILDING

FOR IMMEDIATE RELEASE

Cultivating Innovation in Toronto at next week's IT360 Conference & Expo!

New products and developments in the technology marketplace

March 31, 2008... Toronto, ON: Plum Communications Inc. along with media partner, IT World Canada, provides a preview of the new product announcements expected at next week's IT360, as well as a first look at the event's top attractions. This year the event hosts the second Asterisk & Open Telephony Conference, the National CTCA Spring Conference, and the CIO Executive Council regional meeting. In the climate of ever-accelerating change, technologies continue to interconnect creating the need for more elaborate, company specific solutions. IT360 has evolved with this technology phenomenon.

Telecom has infiltrated the IT landscape in a large way, while Asterisk is continuing to evolve as a telephony solution enabling users to have a more economical voice-over-IP solution. By hosting the CTCA and Asterisk conferences and incorporating their agendas, they bring even more members of the IT community together. In addition to these conferences, hosting the CIO Executive Council meeting was a seamless decision as the role of the CIO is now an integral part of an organizations management team.

IT professionals from around Canada, the United States and globally will arrive at Toronto's Metro Convention Center next week to examine the latest products and solutions and hear about new developments in the industry.

IT360 runs April 7 – 9, 2008 at the Metro Toronto Convention Center. The exhibit floor opens on Tuesday, April 8 at 11:00 a.m. Exhibit hall passes are \$25 on or before April 6, 2008 – passes cost \$50.00 after April 6, 2008. Register for the event at <https://www.exporeg.com/it360/>

The exhibit floor will feature key companies driving the future of innovation including Allstream, Bell Canada, D-Link Networks, Panasonic, Canada Canada, Shaw for Business, Google and many more. The event also provides a forum for new companies entering the IT space.

Keynote presentations will be done by prominent senior executives. All attendees have access to the keynotes. Here is the schedule:

>>TUESDAY APRIL 8, 2008

10:00am – 11:00am

David Rice, Director
Monterey Group

12:00pm – 1:00pm

John Reid, President & CEO
CATAAlliance

2:00pm – 3:00pm

Keith Parsonage, Director General, IT & Telecom
Industry Canada

Plum Communications Inc.

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3:00pm – 4:00pm

Kevin Fleming, Director of Software
Digium | Asterisk

>>WEDNESDAY APRIL 9, 2008

8:30am – 9:30am

Kimberley Reynolds, Enterprise Product Marketing
Bell Canada

10:00am – 11:00am

Matthew Glotzbach, Product Management Director
Google Inc.

12:10pm – 1:00pm

Mark Spencer, Founder & CTO
Digium Inc.

2:00pm – 3:00pm

Vito Mabrucco, Sr. VP, Worldwide Consulting and Managing Director
IDC Canada

Vernon Technologies has given a sneak preview of what they plan to showcase at IT360. They are revolutionizing hard drive destruction.

Booth #424

Vernon Technology Solutions has recently added the most sophisticated level of data destruction to their compilation of technology recycling services. See a live demonstration of the Data Crusher right in their booth on the tradeshow floor.

While TekVision Technologies Inc. is offering a free one week “IVR Health Check” to the first 10 qualified customers that contact them before May 1, 2008. Many organizations use Interactive Voice Response (IVR) systems to automate call handling and support customer self-service. Unfortunately, these systems often provide a less than desirable customer experience, including: lengthy delays, poor audio quality, misrouted calls etc. TekVision is participating in the CTCA Conference with two presentations.

Sponsored Technology Seminars

A series of technology seminars will be free to all attendees' right on the tradeshow floor. The seminars are educational and topics include Virtualization, IT Green, Privacy, Data Management and more all presented by industry experts. Some of the companies presenting are: City of Toronto, Allstream, SAS, Avocent, NCI and Zeacom. It will give Tradeshow attendees a taste of the world-class training that takes place in the Conference portion of the event. (<http://www.it360.ca/2008/freeSeminars.cfm>)

GestureTek ~ Innovation at your Fingertips!

Touch state-of-the-art interactive innovations on the tradeshow floor. GestureTek is the pioneer and world leader in computer vision technology for twenty years. Their patented video-gesture-control systems form the heart of their unique innovations in point and control technology, immersive experience computing, responsive media, and multi-touch surface computing. **Here are a few videos:**

[Click here](#) to watch a short video on GroundFX (20 seconds).

[Click here](#) to watch a short video on TableFX (20 seconds).

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ITIL Foundation Certifications

ITIL Version 3, 2-DAY CERTIFICATION and ITIL v2-v3 BRIDGE COURSE

Those registered in these courses will obtain their EXIN ITIL Foundation Certificate in IT Service Management and join one of the fastest growing communities of IT professionals. EXIN (the Examination Institute for Information Science) works closely with the ISEB, the CCTA and the itSMF to ensure a common standard for internationally recognized certification in IT Service Management. With the growing importance of ITIL/Service Management/Governance, the event has established this program specifically for this area of business.

Linux Certification

The Linux Professional Institute (LPI), the premier Linux certification organization worldwide (<http://www.lpi.org/>), will offer Linux certification testing. April 9, each time-slot is 2 hours beginning at 8:30am, 12:15pm and 3:00pm, LPI will be conducting the LPI 101, 102, 201, 202, 301, 302 exams. The proctored exams are free to all conference delegates, and a special discounted price of \$75 is also offered to all exhibitors and tradeshow attendees.

Bookstore – with Author signings

U of T's bookstore is available on the exhibit hall floor for attendees to purchase the newest releases from renowned technology publishers. Some faculty presenting at the conference will be doing book signings.

Conference Program

IT360 provides a comprehensive educational experience for the entire spectrum of technology users and enthusiasts; including corporate and IT executives, directors, administrators and developers. The conference is geared to target all areas of IT, including hot spots like: virtualization, web 2.0, voip/telephony, security, networking, IT green, unified communications and open source.

The Asterisk & Open Telephony Conference is complete with seminars and tutorials on compelling topics with educational content providing a variety of learning opportunities. Some of the sessions are targeted to a business audience, while others are targeted to a more technical audience.

CTCA National Spring Conference sessions offer Canadian Telecommunications Consultants an educational experience by showcasing leading edge technologies where attendees can share technical information, collaborate and build relationships.

About IT360 Conference & Expo 2008

IT360 Conference & Expo 2008 is an interactive experience for IT professionals and business executives. Faced with the challenge of shrinking budgets and limited time to test or evaluate, IT360 provides a conference of 90+ educational sessions and an informative exposition where professionals can compare applications and solutions while learning first-hand from leading companies and their experts in this immersive arena. IT360 is cultivating innovation by exploring a variety of IT areas. Stay ahead of the curve - get on board IT360 today!

For more information or to register for the event, please visit www.it360.ca

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