

Texas Wireless Summit Focuses on Transforming Data Growth into Increased Revenues  
Austin, TX – 10 August 2009 - The seventh annual Texas Wireless Summit will take place on November 5, 2009 at the AT&T Conference Center on the University of Texas campus, the Austin Wireless Alliance (AWA) and the University of Texas' Wireless Networking and Communication Group (WNCG) announced.

The Texas Wireless Summit (TWS) will focus on the robust expansion of wireless data networks into new industries, exploring the imminent growth of both wireless technology and the capabilities of industries, such as smart grid, healthcare, and telematics, which rely on it.

The day long Summit on November 5 will include panel discussions between members of the wireless community who will address questions about which wireless technologies make the most sense for which applications; how wireless solutions can be pervasive and yet not compromise security and privacy; and how individuals and businesses can deploy and manage wireless devices within their homes, offices, cars and cities.

"At this invaluable conference, experts discuss the latest technical innovations in wireless and whether they may rise or fall when confronted by economic trends and industry politics," says Liz Maxfield, Chair of the Austin Wireless Alliance. "With the growing appetite for mobile data in other industries, the 2009 Summit promises to be particularly relevant and lively."

An afternoon showcase from the University of Texas at Austin will highlight research from faculty and students in the Wireless Networking and Communications Group. Presenters will demonstrate their ideas, sharing groundbreaking innovations with those who have relevant insight and interest.

"I've attended every previous Texas Wireless Summit; it is undoubtedly Texas' premier annual wireless summit, with an unequalled blend of technology, business, and policy information on the future of wireless. One rarely finds industry executives and academic researchers effectively discussing the future of the wireless industry as one does at this event," remarks Jeff Andrews, Director of the University of Texas' Wireless Networking and Communications Group.

About the Austin Wireless Alliance:

The Austin Wireless Alliance (AWA) is a non-profit membership organization whose primary objective is to develop, sustain, and promote Austin as a global leader in business activity, technical innovation, and community participation within the wireless industry.

About the University of Texas Wireless Networking and Communications Group:

The Wireless Networking & Communications Group (WNCG) is an interdisciplinary center for research and education at The University of Texas at Austin with an emphasis on industrial relevance. Its mission is to create a collaborative environment which supports basic research and promotes technical innovation, imagination and entrepreneurship in wireless networking and communications and applications thereof and to provide a highly relevant education and opportunities for students wishing to pursue careers in wireless networking, communications and related areas.

Media Contact:  
Melissa Rabeaux

Marketing Communications  
Austin Technology Incubator  
(512) 305-0024  
mrabeaux@ati.utexas.edu