

For Immediate Release

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**Technology Conference Expands Vision and Rebrands:
IWCS International Cable-Connectivity Symposium**

- Focus on wire and cable expanded to embrace connector and harness technologies and applications -

Eatontown, NJ (May 20, 2011) — On the eve of the 60th anniversary of the IWCS Symposium, the organization announced today that the event has been rebranded as The International Cable – Connectivity Symposium. This annual industry symposium attracts professionals involved in the cable and connectivity technologies from around the world to participate in the technical conference, suppliers' exhibition, professional development coursework and executive session. This year's event is slated for November 6-9, 2011 at the Charlotte Convention Center, Charlotte NC USA.

Responding to the increased interrelationship of cabling, connector and harness technologies - particularly in light of advancements in connector components – various interest groups approached the IWCS proposing a combined forum. Additionally, in the aftermath of the dot-com collapse of 2000, a number of longstanding conferences that served the connectivity industries were discontinued – leaving the segment without a venue for exchange of technology research and product advances.

To address this gap, the newly branded International Cable – Connectivity Symposium will have an expanded scope that includes technical content on the technology advances and market issues that impact both industry segments - individually and jointly. Additional conference tracks, professional development

offerings, and exhibition spotlights targeting the interests and needs of the interconnect community are also being added to the program.

The IWCS International Cable – Connectivity Symposium is the industry’s only international forum for the presentation of peer reviewed work in fields of wire, cable and interconnect technology for the communications, data, electronics, power, industrial, automotive and aerospace industries. Information on the conference and archived papers from past conferences are available on the IWCS website, www.iwcs.org

About the IWCS – International Cable-Connectivity Symposium

For 60 years, the International Wire & Cable Symposium (IWCS) has been the premier technology event in the wire & cable industry. With the merger of the IICIT in 2009, the Symposium was broadened to include the connectivity segment, including manufacturers, integrators and users. The annual event provides an international forum in which the latest technologies in product design, materials, applications and processes are presented. Additionally, the program includes Professional Development Courses providing tutorials on basic and emerging technologies and practices presented and an expo showcasing the latest developments from the industry supplier base. IWCS is a non-profit organization.

More information on the IWCS can be found at www.iwcs.org or by contacting John Barteld, CEO/Director of the IWCS at jbarteld@iwcs.org