



MEDIA ALERT

March 7, 2017

Contact:

Cayla McGinnis

Nereus for UEFI Forum

+1.503.619.3001

cmcginnis@nereus-worldwide.com

press@uefi.org

UEFI FORUM AND BYOSOFT HOST SPRING 2017 UEFI SEMINAR AND PLUGFEST IN NANJING, CHINA

WHO: [The Unified Extensible Firmware Interface \(UEFI\) Forum](#), a non-profit industry standards body responsible for developing, managing and promoting UEFI specifications, and member company, Byosoft Co., LTD. are co-hosting the event, with the sponsorship of American Megatrends Inc., ARM, Insyde Software, Intel Corporation, Phoenix Technologies, Huawei, and the Nanjing High-Tech Zone.

WHEN: Monday, March 27, 2017 - open to UEFI Forum members, non-members and members of the press
Tuesday, March 28 - Friday, March 31, 2017 - open to UEFI Forum members only, or by special invitation

WHERE: Wanda Hilton Hotel in Nanjing City - No. 100 Middle Jiang Dong Road Jianye District, Nanjing, Jiangsu Province, China

WHAT: The Spring 2017 UEFI Seminar and Plugfest brings together leading technology experts and introduces the latest UEFI firmware advancements. The event is an opportunity to meet with industry colleagues, test the latest platforms, devices and firmware, as well as learn about the newest UEFI enhancements.

UEFI Seminar Schedule for Monday, March 27

Open to UEFI Forum members, non-members and members of the press

- 12:00 p.m. – Event badging and registration opens
- 1:00 p.m. – UEFI Overview
- 2:00 p.m. – TianoCore, the Open Source UEFI
- 3:00 p.m. – General Firmware Overview Recommendations for Windows OS
- 4:00 p.m. – Automation Test Technologies

UEFI Plugfest Schedule for Tuesday, March 28-Friday, March 31

Open to UEFI Forum members only

To attend the member-only part of the event, please join the UEFI Forum before [registering](#) by filling out a membership agreement. If you are a member of the press, please contact press@uefi.org for a special invitation.

The UEFI Forum has two levels of membership:

- Adopter Membership, which is an annual complimentary membership
- Contributor Membership for an annual fee of \$2,500 (US)
- Membership agreements can be accessed at www.uefi.org/join

To view the entire Spring 2017 UEFI Seminar and Plugfest schedule, please visit www.uefi.org/events/upcoming.

WHY ATTEND:

- Learn about what the UEFI Forum provides and the value it brings to the global firmware industry.
- Understand how UEFI technology provides utility across a range of platforms and enables secure cross-functionality between devices, software and systems.
- Provides an opportunity for participants to test their latest platforms and offer feedback to standards developers.

“It is part of the mission of the UEFI Forum to enable and accelerate new technology development and adoption,” said Mark Doran, UEFI Forum President and Fellow at Intel Corporation. “By providing this vital collaboration and technology leadership, the UEFI Forum facilitates opportunities for continual learning, growth and innovation. We are looking forward to the opportunity to show the China Technology Ecosystem what we are doing in support of global firmware technology standards.”

TO REGISTER:

To register, visit: <http://www.byosoft.com.cn/wjdcha/index.htm>. If you are a member of the press, please contact press@uefi.org.

TO SCHEDULE A BRIEFING:

If you are a member of the press and are interested in meeting with a UEFI Forum representative during the event, please contact press@uefi.org.

ABOUT THE UEFI FORUM:

Through a collaborative approach with world-class companies, institutions and experts, the UEFI Forum advances innovation in firmware technology standards. These extensible, globally-adopted UEFI specifications bring new functionality and enhanced security to the evolution of devices, firmware and operating systems. The Forum also collaborates with other standards groups that are essential to computing. For more information about the UEFI Forum and current specifications go to www.uefi.org.

###