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For More Information Contact:

Ray Alderman

VITA

480-837-7486

exec@vita.com

Rosemary Kristoff

OpenSystems Publishing

480-967-5581

rkristoff@opensystems-publishing.com

VITA Announces First Media Partner:

OpenSystems Publishing, Leading Multimedia Publisher in the
Embedded Market

FOUNTAIN HILLS, Ariz., Aug. 16, 2006 — VITA, the trade association dedicated to fostering open systems architecture in a variety of embedded systems applications today announced that OpenSystems Publishing (OSP), LLC, has become the first VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives. OSP produces eight magazines in the embedded marketplace, namely *VMEbus Systems*.

VITA Media Partners program provides detailed and timely reporting on the latest VITA technologies, markets, members, products, services, and open standards. VITA's Media Partners are the communications arm of VITA facilitating communicating technology and business changes to the marketplace. as the VME industry transitions technologically and business-wise. In addition, keeping manufacturers and users keenly

informed of the aspects of these changes. VITA's Media Partners equally cover products and technologies of large established companies and smaller innovative companies.

“OpenSystems Publishing, a VITA member, has been a proponent for VITA with its original publication, *VMEbus Systems* magazine, since 1985. Due to our commitment and dedication to this industry, we have been selected as the first media partner. Our goal is to bring more exposure to VITA with print and online initiatives such as E-sites, E-casts, e-newsletters and surveys,” said Rosemary Kristoff, vice president of editorial, OpenSystems Publishing. “VITA is the standards organization that has sustained the standards and integrity of the VME community for more than 22 years. OpenSystems Publishing is proud to be a media partner, so that we can continue to make a substantial impact on the continuing growth of the VMEbus and the overall bus and board industry,” she said.

“A VMP must express a sincere interest in VITA's technologies, its target markets, its members, their products, and truly open standards,” said Ray Alderman, executive director of VITA. “As industries mature, as ours has, companies must focus, with their partners, on their shared and common goals,” he added.

VITA's Media Partners share a common goal with VITA. The goal is to find better and more effective ways to use print and web together. The web/email contacts are the real-time aspect of a publication's mission. The publication itself is a detailed accounting, commentary, and opinion mechanism. It explains the news, interprets the news, and analyzes the news so the readers have a better understanding of the transitions and changes in the technologies, the markets, as well as the business environment. VITA Media Partners have also acknowledged the *Journalist Code of Ethics*.

About VITA

VITA is an incorporated, non-profit organization of vendors and users having a common market interest. Founded in 1984, VITA believes in and champions open system architectures as opposed to proprietary system architectures. VITA's activities are international in scope. The functions performed by VITA are technical, promotional, and user-related, and are aimed at increasing the total market size, providing vendors with additional market exposure, and providing users with timely technical information. For information about VITA membership, or to find out how to obtain VITA specifications,

visit the VITA website at <http://www.vita.com>, or call VITA headquarters at (480) 837-7486.

About OpenSystems Publishing

OpenSystems Publishing has been a leading publisher of electronics magazines, e-mail newsletters, and websites for more than 20 years as well as product catalogs. OSP offers E-casts for engineers and provides interactive tools where engineers can communicate directly with presenters and top industry editors. Current publications include:

CompactPCI and AdvancedTCA Systems, DSP-FPGA.com, Embedded Computing Design, Industrial Embedded Systems, Military Embedded Systems, PC/104 and Small Form Factors, PXI Technology Review, and VMEbus Systems. For more information, visit www.opensystems-publishing.com.

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