



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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VITA Announces Electronic Trend Publications as Media Partner

SCOTTSDALE, AZ, May 7, 2007 — VITA, the trade association dedicated to fostering ANSI accredited, open system architectures in a variety of critical embedded system applications today announced that Electronic Trend Publications (ETP) has become a VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

VITA's 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 and market analysis arm of VITA, communicating technology and business changes to the marketplace, thus 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.

“ETP has conducted market research in open, real-time, modular embedded computing systems since 1995. VITA and its members have supported and encouraged our research through the years,” said Steve Berry, president, Electronic Trend Publications. “We are proud to be selected as a VITA Media Partner and to continue to provide critical research information to the VITA community,” Berry added.

“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 suppliers and users having a common market interest in critical embedded systems. 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. VITA has ANSI and IEC accreditation for the development of standards (VME, VXS, VPX, XMC and others) for critical embedded computers, including critical applications and harsh environments, to enable VITA to be the steward of VME technology. For more information, visit www.vita.com

About Electronic Trend Publications

Electronic Trend Publications (ETP) was formed in 1978 to assist industry executives in their strategic planning. ETP publishes off-the-shelf market research reports in key areas of the electronics industry. The reports are written by a team of staff analysts and independent consultants who are second to none in their ability to explore and analyze our targeted markets. For more information, visit www.electronictrendpubs.com.

Source: VITA