



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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VITA launches Open Architecture Review

New Internet pub targets embedded computing community

SCOTTSDALE, AZ, August 3, 2009 — VITA is pleased to announce the immediate launch of a new Internet publication named [Open Architecture Review](http://www.OAReview.com) (www.OAReview.com). Designed to address the broad information needs of providers and users of nonproprietary computer systems and components, OAReview aims to make the most of readers' time investment by keeping editorial content short, relevant and to the point.

OAReview is manned by a staff of veteran journalists with extensive experience covering embedded computing and other hi tech fields. Editor David Lieberman has plied his trade at *Electronic Products*, *High Technology*, *Computer Design* and *OEM Magazine*, as well as driving the bus & board coverage at *EE Times* for over a decade. Associate editors Loring Wirbel and Terry Costlow are also *EE Times* alumni, with Wirbel logging many hours as director of communications coverage and market intelligence for CMP/TechInsights; and Costlow strutting his stuff at *Electronics* and *Electronic Design*, as well as managing a TechInsights website, *Industrial Control DesignLine*. Heading up the team as publisher and editorial director is Ray Alderman, who has served as executive director of VITA, OAReview's sponsor, for the past eleven years.

"You could say that OAReview has been in the works for twenty years or more," says Lieberman, "with Ray and me having regular discussions about what we like in various industry pubs and about

what type of publication would really satisfy reader needs. The old print models appear to be failing, and nobody seems satisfied with the newer Internet models, so we think it's time to try something different.”

“We believe that what the embedded board and systems industry wants is a *USA Today* web publication that keeps users and suppliers informed of developments on a real-time basis,” says Alderman. “Additionally, we see the need for trend reports and other feature-level editorial, as well as the need for a dynamic library of reference material, backgrounders, market research results and so forth. OAReview is our answer to those wants and needs.”

About VITA

Founded in 1984, VITA is an incorporated, ANSI/IEC-accredited, non-profit organization of suppliers and users who share a common market interest in critical embedded systems. For further information, visit www.vita.com .