NEWS RELEASE

FOR IMMEDIATE RELEASE:

Contacts:
Neil Peterson
VPX Marketing Alliance Chair
978-487-3281
peterson_neil@hotmail.com

Ray Alderman
Executive Director
VITA
480-837-7486
exec@vita.com

Ground-Breaking Survey Recently Completed by VITA and the VPX Marketing Alliance

The results are in and are available for your strategic planning.

SCOTTSDALE, AZ, October 12, 2010 — The VPX Marketing Alliance, an alliance of VITA members who are VPX technology suppliers developing products based on the VPX family of specifications, conducted a 3 month survey of companies developing or planning to develop products utilizing embedded computing systems. The VPX Marketing Alliance conducted the survey to gain a better understanding of the level of awareness and the technology needs of these companies for backplane computer systems.

"The results of this survey clearly indicate the strength of the technologies being defined within the VITA Standards Organization," stated Ray Alderman, VITA executive director. "VITA will continue to meet the needs of developers and users as we undertake activities for new critical embedded system standards."

With over 230 respondents to the survey, the information reveals:

- How Design Engineers value web-based methods of information delivery.
- Which industry publications are currently being received and read.
- Which conferences engineers are attending.
- The awareness level of VITA standards in the engineering community.
- What features of VPX are the most critical for system design.
- Backplane topologies, form factors and serial fabric interfaces engineers are planning to use.
- What the engineering community would like to know more about regarding VPX.
- Where VITA should focus their standards efforts.

"This is valuable information that will assist any company in the embedded computing industry" says Neil Peterson, Chairman of the VPX Marketing Alliance, "With such strong competition and requirements for VPX based COTS products we are confident that these survey results will help drive the acceleration of VPX adoption in Embedded Applications."

The results can be downloaded from the VPX Marketing Alliance web site at www.vita.com/vpx. Contact the VPX Marketing Alliance for a more comprehensive discussion on the survey results.

Please feel free to contact any of our member companies for information on their VPX based products and solutions.

- 4DSP, Inc.
- Aitech Defense Systems, Inc.
- Amphenol
- BittWare, Inc.
- Concurrent Technologies Plc.
- Conduant Corporation
- Creative Electronic Systems (CES)
- CSP Inc.
- Curtiss-Wright Controls, Inc.
- Diversified Technology, Inc.
- Dynatem Inc.
- Elma Electronic Inc.

- Emerson Network Power - Embedded Computing
- Extreme Engineering Solutions (X-ES)
- Galleon Embedded Computing AS
- GE Intelligent Platforms
- General Dynamics Canada
- Hartmann Electronic
- HDL Research Lab, Inc
- Innovative Integration, Inc.
- Kontron
- Mercury Computer Systems, Inc.

- Meritec / Joy Signal Technology
- PCI-Systems, Inc.
- Pentek, Inc.
- SIE Computing Solutions
- Technobox, Inc.
- TEK Microsystems, Inc.
- Themis Computer
- Tracewell Systems
- Tyco Electronics Corporation
- VTI Instruments Corporation
- Xembedded, LLC

Look for more industry leading programs from the VPX Marketing Alliance in the coming months.

About VITA

Founded in 1984, VITA is an incorporated, non-profit organization of suppliers and users who share a common market interest in critical embedded systems. VITA champions open system architectures. Its activities are international in scope, technical, promotional, and user-centric. VITA aims to increase total market size for its members, expand market exposure for suppliers, and deliver timely technical information. VITA has ANSI and IEC accreditation to develop standards (VME, VXS, VPX, OpenVPX, XMC, FMC, etc.) for embedded systems used in a myriad of critical applications and harsh environments. For more information, visit www.vita.com.

Source: VITA