



NEWS RELEASE

FOR IMMEDIATE RELEASE:

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VITA Announces Media Partnership With ABP International, Leading Publisher in the Design Engineering Market

SCOTTSDALE, AZ, May 14, 2007 — VITA, the trade association dedicated to fostering ANSI accredited, open system architectures in a variety of critical embedded system applications today announced that ABP International (ABPI) has become a VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

ABPI publishes market-leading design engineering magazines including Embedded Technology (www.embeddedtechmag.com), which reaches over 69,000 board and embedded system buyers – the most of any publication in the embedded computing category. ABPI also produces Defense Tech Briefs, the largest-circulation engineering magazine for the mil/aero market, and NASA Tech Briefs, the world's largest-circulation OEM design engineering magazine.

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.

“ABPI is proud to partner with VITA to promote the continued growth of the VMEbus and the overall bus and board industry,” said Joe Pramberger, president of ABPI. “We plan to use our print, e-mail, and Web resources in an integrated effort to bring greater exposure to VITA and further its important mission.”

“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 further information, visit www.vita.com.

About ABPI

Headquartered in New York City, ABP International serves the design engineering community with over 20 print, e-mail, and online products, as well as events. Publications include *NASA*

Tech Briefs, Defense Tech Briefs, Embedded Technology, Photonics Tech Briefs (PTB), Imaging Technology, Motion Control Technology, and Nanotech Briefs. For further information, visit www.abpi.net.

Source: VITA