



NEWS RELEASE

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VITA Members Form FMC Marketing Alliance

Alliance brings suppliers together to develop and advance FPGA Mezzanine Card initiatives

SCOTTSDALE, AZ, April 6, 2010 — VITA, the trade association dedicated to fostering American National Standards Institute (ANSI) accredited, open system architectures in critical embedded system applications today announced the formation of the FMC Marketing Alliance. The purpose of the FMC (FPGA Mezzanine Card) Marketing Alliance is to establish an ecosystem of interested parties that promotes and grows adoption of the FMC specifications and technology. The Alliance is responsible for promoting the capabilities of the FMC specification and educating, training, informing and promoting FMC use to the press and the broader electronics community.

“The FMC specification plays right into the widespread use of FPGAs in systems in virtually every market,” said Ray Alderman, executive director of VITA. “The transition to FPGAs is gaining momentum and having a standard platform like FMC that is highly adaptable to many configuration needs greatly speeds this transition.”

The FMC Marketing Alliance is focused on the advancement of the FMC family of technology, market intelligence, educational material and other related activities on the FMC roadmap. The FMC Marketing Alliance will promote use of the specification to develop a vibrant ecosystem.

FMC, as defined in VITA 57, provides a specification describing an I/O mezzanine module with

connection to an FPGA or other device with reconfigurable I/O capability. The low profile design allows use on popular industry standard slot card, blade and motherboard form factors, including VME, VPX, CompactPCI, AdvancedTCA, MicroTCA, PCI, PXI, and many other low profile motherboards. The compact size is highly adaptable to many configuration needs and complements existing common low profile mezzanine technology such as PMC, XMC, and AMC.

“FMC is solving a critical need in the market place which is reflected in its rapid adoption. This is the first open standard that unclogs the data pipe between I/O mezzanine cards and FPGAs,” said Malachy Devlin, FMC Marketing Alliance Chair. “The formation of the FMC Marketing Alliance represents an exciting phase that enables the eco-system to share in the promotion and knowledge of FMC.”

FMCs are being used in a wide range of markets, environments, and carrier card form factors supporting a wide range of I/O interfaces. The standard describes options to create modules for operating in a range of environments from passively cooled to fully ruggedized conduction cooled. The FMC specification was ratified by the VITA Standards Organization (VSO) and ANSI in September 2008 and now has a growing list of suppliers and products.

Companies that develop FMC products are encouraged to contact VITA to join the FMC Marketing Alliance. For more information, visit the FMC Marketing Alliance website at www.vita.com/fmc.

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 further information, visit www.vita.com.

Source: VITA