



NEWS RELEASE

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VITA to Exhibit at ESC Silicon Valley

VITA VPX Marketing Alliance Elects New Chairperson.

SCOTTSDALE, AZ, April 27, 2011 —VITA, the trade association for standard architectures serving critical embedded systems industries, will be exhibiting at this year's Embedded Systems Conference Silicon Valley in San Jose, CA, May 2nd - 5th. Stop by and learn about the latest advancements in embedded computing technologies for Critical Embedded Systems. The VITA booth can be found in ESC's Board Zone (booth #1541), where many VITA members' newest products will be on display.

“VITA members are eager to participate in the Board Zone at the embedded computing industry's premier conference,” stated Jerry Gipper, Marketing Director for VITA. “This is a great venue to meet with embedded computing designers and highlight to them the various VITA technologies available to assist them with their critical embedded system design needs.”

The VITA VPX Marketing Alliance is also announcing the election of Valerie Andrew of Elma Electronic Inc., as the new chairperson of the alliance. Valerie is replacing Neil Peterson, who led the alliance during the first year of its existence. “I am honored to carry forward all the activities the VPX Marketing Alliance has put in motion over the past year under Neil's expert guidance,” said Valerie, “I look forward to continuing to work towards establishing a greater presence for the VPX technologies and its members' products and capabilities.” Valerie Andrew is responsible for Strategic Marketing for Elma Electronic Systems division. She is a 25-year veteran of the embedded

computer industry. Active in the VITA organization, she worked with the trade association to help found the VITA Marketing Group, which later became the various VITA Marketing Alliances (such as VPX, VXS, and FMC) which help promote VITA-related standards and technologies.

The VPX Marketing Alliance is focused on the advancement of the VPX family of technologies, a family that includes VPX, VPX REDI, OpenVPX, and other related activities on the VPX roadmap.

VPX is a broadly defined technology utilizing the latest in a variety of switch fabric technologies in 3U and 6U Eurocard format modules. The OpenVPX framework delineates clear interoperability points necessary for integrating module to module, module to backplane, and chassis within VPX while maintaining full compliance with VPX. OpenVPX will evolve and incorporate new fabric, connector, and system technologies as new standards are defined.

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, VPX REDI, XMC, FMC, etc.) for embedded systems used in a myriad of critical applications and harsh environments. For more information, visit www.vita.com.

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