



NEWS RELEASE

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VITA's VPX Marketing Alliance Launches Ground-Breaking Survey for the Embedded Computing Community

Survey provides participants with opportunity to shape the future of VITA technologies

SCOTTSDALE, AZ, April 23, 2010 — The VPX Marketing Alliance, an alliance of VITA members who are VPX technology suppliers developing products based on the VPX family of specifications, announced the release of a ground-breaking survey of companies developing or planning to develop products utilizing embedded computing systems. The VPX Marketing Alliance is conducting the survey to gain a better understanding of the level of awareness and the technology needs of these companies for backplane computer systems.

If you are involved in any role during the planning, design, manufacture, or support of products utilizing embedded computing systems, the VPX Marketing Alliance wants to hear from you.

Please dedicate a few minutes to completing the survey: www.surveymonkey.com/s/VITA-VPX.

The survey is anonymous, and no answers can be linked back to you. Thank you for taking the time to complete this survey.

By participating in the survey, you will be able to influence the direction of the key technologies used in future critical embedded computing systems.

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.

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