



# NEWS RELEASE

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## **VITA: FMC Marketing Alliance Announces Membership and Introduces On-line Product Directory**

**Alliance promotes ecosystem of FMC (FPGA Mezzanine Card) products**

SCOTTSDALE, AZ, May 25, 2010 — VITA, the trade association dedicated to fostering American National Standards Institute (ANSI) accredited open system architectures in critical embedded system applications, announced the membership of the recently formed FMC Marketing Alliance. The current roster has 10 companies that are focused on the advancement of the FMC specification and products based on the specification. The alliance ([www.vita.com/fmc](http://www.vita.com/fmc)) establishes an ecosystem of interested parties who will drive widespread adoption of the FMC specification and products.

### FMC Marketing Alliance Members

- [4DSP, Inc.](#)
- [Alpha Data Parallel Systems](#)
- [BittWare, Inc.](#)
- [Curtiss-Wright Controls, Inc.](#)
- [Faster Technology](#)
- [Mercury Computer Systems, Inc.](#)
- [Nolam Embedded Systems](#)
- [Samtec](#)
- [Xilinx](#)
- [XTECH](#)

The FMC Marketing Alliance also announced the availability of an on-line FMC product directory ([www.vita.com/proddir/productsearch.php](http://www.vita.com/proddir/productsearch.php)). The directory provides the latest information on FMC products introduced by Alliance members.

“The significant interest in membership for the FMC Marketing Alliance reflects the on-going activity and growth of the FMC ecosystem since the release of the standard" says Malachy Devlin, FMC Marketing Alliance Chairperson, "The founding members represent leading players in a range of markets including Telecommunications, MilAero, and Test and Measurement; showing the commercial advantages of FMC for a new generation of embedded systems.”

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. 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.

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](http://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 more information, visit [www.vita.com](http://www.vita.com).

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*Source: VITA*

## Quote Sheet

“Samtec sees the formation of the FMC Marketing Alliance as a valuable step in the advancement of VITA 57. This standard is well positioned to aid the rapid development of modular embedded systems, while bringing remarkable flexibility to the designer. Information on Samtec's FMC connectors can be requested at [FMC@samtec.com](mailto:FMC@samtec.com).”

**David Givens, Standards Director, Samtec, Inc.**

“We are already utilizing VITA 57 FMCs in a powerful new family of digital receivers,” said Bill Ceccherini, General Manager of the Echotek Product Group at Mercury Computer Systems. “Our DCM-V5-VXS receivers accomplish both analog-to-digital (A/D) and digital-to-analog (D/A) conversion via converters populated on FMCs. This flexibility allows us to effectively support more customers; SIGINT, ELINT, and Radar applications can all be matched with conversion options that cover their typical frequency domains. Using FMCs also supports an excellent technical refresh path for long-running government programs.” continued Ceccherini. “In future years we will be able to upgrade signal interfaces on the FMCs while leaving the digital receiver baseboard intact.”

**Bill Ceccherini, General Manager of the Echotek Product Group at Mercury Computer Systems**

“The FMC VITA 57.1 standard does not only offer a common form factor for I/O cards, it also brings a high level of ruggedization at an acceptable price point with a non proprietary interface. As a result, the wide adoption of FPGA Mezzanine Cards across various industries is on the verge of becoming a reality. The current FMC portfolio from 4DSP already benefits system integrators and end users in applications where high performance in a small form factor is required. Several new products for the video and telecommunications markets are on the horizon and will be released in Q3 2010.”

**Pierrick Vulliez, CTO & Founder, 4DSP**

“The FMC concept is devoted to give birth to a wide range of product and service offers : FMC modules, with multiple and heterogonous communication standards, FMC carriers with or without CPUs, and complete systems. The market should also gain advantage of custom board designers, for either FMC modules or carriers.”

**Benjamin Nakache Vice President sales, Nolam Embedded Systems**

“Xilinx played a leading role in the creation of the VITA-57 / FMC standard and has adopted it in the development boards shipping in our Virtex-6 and Spartan-6 FPGA development kits. We believe the FMC standard makes it much easier for customers to create prototyping or production systems leveraging the FPGA’s inherent flexibility and expandability.”

**Raj Seelam, Senior Manager, Xilinx Platform Solutions**