**FOR IMMEDIATE RELEASE:**

## VITA Announces Micro Technology Europe as Media Partner

SCOTTSDALE, AZ, June 11, 2007 — VITA, the trade association dedicated to fostering ANSI accredited, open system architectures in a variety of critical embedded system applications today announced that Micro Technology Europe has become a VITA Media Partner (VMP) focusing on the technologies, products, and trends directly associated with VITA's goals and objectives.

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.

"A large proportion of our readership is focused in industry sectors where VME products have particular application benefits, and this is reflected by the regular editorial coverage the magazine continues to give to this important technology ", said David Williams, publisher. "We are delighted to become a VITA Media Partner, and assist the organisation with their European communications objectives", he concluded.

"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. "Micro Technology Europe provides key European coverage of VITA technologies" 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 more information, visit www.vita.com

**About Micro Technology Europe**

Micro Technology Europe is a leading magazine focused on embedded systems design and development, and is read by electronics engineers and technical managers working across all industry sectors where embedded computing is integral to their business. Each month MTE delivers a balanced editorial digest of up-to-date industry news, expert views, technical articles, case studies, and new products on the market, to help these influential buyers and specifiers keep pace with the latest technologies and innovations that will help gain advantage for their current projects and future strategies. For more information, visit www.mtemag.com.

Source: VITA