



NEWS RELEASE

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VITA: VPX Marketing Alliance Grows Membership and Introduces On-line Product Directory

Alliance promotes ecosystem of VPX and OpenVPX™ products for critical embedded computing applications

SCOTTSDALE, AZ, January 20, 2010 — VITA, the trade association dedicated to fostering American National Standards Institute (ANSI) accredited open system architectures in critical embedded system applications announced it has grown membership of the VPX Marketing Alliance to 23 leading companies in the embedded computing industry.

The VPX Marketing Alliance is focused on the advancement of the VPX family of technologies, which includes VPX, VPX REDI, OpenVPX, as well as other related activities on the VPX roadmap such as fiber optics and RF. The Alliance (www.vita.com/VPX) is continuing the work done by the OpenVPX™ Marketing Working Group in promoting OpenVPX and in establishing an ecosystem of interested parties who will promote the VPX architecture to drive widespread adoption of the VPX specifications and technology.

VPX Marketing Alliance Members

- [4DSP, Inc.](#)
- [Aitech Defense Systems, Inc.](#)
- [Amphenol](#)
- [BittWare, Inc.](#)
- [Curtiss-Wright Controls, Inc.](#)
- [Diversified Technology, Inc.](#)

- [Dynatem Inc.](#)
- [Elma Electronic Inc.](#)
- [Emerson Network Power -
Embedded Computing](#)
- [Extreme Engineering Solutions
\(X-ES\)](#)
- [GE Intelligent Platforms](#)
- [Hybricon Corp.](#)
- [Kontron](#)
- [Mercury Computer Systems, Inc.](#)
- [Meritec / Joy Signal Technology](#)
- [Pentek, Inc.](#)
- [SIE Computing Solutions](#)
- [Technobox, Inc.](#)
- [TEK Microsystems, Inc.](#)
- [Themis Computer](#)
- [Tracewell Systems](#)
- [Tyco Electronics Corporation](#)
- [VTI Instruments Corporation](#)

The VPX Marketing Alliance also announced the availability of an on-line VPX/OpenVPX product directory (www.vita.com/proddir/productsearch.php). The directory provides the latest information on VPX products introduced by Alliance members. The list of products in the VPX and OpenVPX categories is growing each week as new product announcements are made.

“We have had great response from our member companies on posting products to our product directory. We currently have over 150 VPX and OpenVPX products listed,” said Hybricon’s Neil Peterson, Chairman of the VPX Marketing Alliance. “We expect continued growth in the need for VPX products, and our member companies are committed to meeting that need.”

VPX is a broadly defined technology utilizing the latest in a variety of switch fabric technologies in 3U and 6U format modules. OpenVPX is the architecture framework that defines system-level VPX interoperability for multi-vendor, multi-module, integrated system environments. The OpenVPX framework delineates clear interoperability points necessary for integrating module to module, module to backplane and chassis. The OpenVPX framework recommends but does not specify development systems to assist in VPX system evaluation, prototyping, and development. OpenVPX will evolve and incorporate new fabric, connector, and system technology as new standards are defined.

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

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