



# Newsletter

By Jerry Gipper, VITA Executive Director

## Introduction

I hope everyone has been enjoying their summer! It just doesn't seem possible that we are in the second half of 2016 already. I just finished up RAGBRAI, a 420 mile bike ride across Iowa, and am looking forward to the rest of the year.

There are several activities going on at VITA right now so I am taking this opportunity to bring everyone up to speed. Take a few minutes to read up on them. Some of them have a call to action so please respond where appropriate.

Please feel free to send me feedback on improvements that you would like to see.

*Jerry*

*VITA Executive Director*

## In this issue:

- [VITA Technology Workshop](#)
- [Embedded Tech Trends](#)
- [Market Research](#)
- [VMEbus 35th Anniversary](#)
- [Call for Articles](#)
- [VITA Technology Hall of Fame](#)
- [VITA Product Directory](#)
- [Submitting News](#)
- [Website Tips](#)

## VITA Technology Workshop

*September 22, 2016*

*Hosted by DRS Technologies, 1 Milestone Center Ct., Germantown, MD 20876*

VITA will be sponsoring a free Technology Workshop to be hosted by DRS Technologies. This workshop is being held immediately following the September VSO meeting. Greg Rocco, MIT, will be presenting his in-depth VPX tutorial. VITA members are encouraged to spread the word to VPX users who may benefit from this opportunity. Lunch will be provided to registered attendees. Please go to [VITA Technology Workshop](#) for more details and to register.

VITA member companies attending the VSO meeting are encouraged to bring VPX equipment to the workshop. Please let me know if your company will be bringing equipment so we can be sure to be adequately prepared.

## Embedded Tech Trends

**Embedded Tech Trends** is an industry-wide forum where suppliers of component, board and system level solutions can meet



---

exclusively with members of relevant industry media to discuss technologies, trends, and products. This is a very powerful way of connecting with the media members that matter most to our industry. If you have never participated then you are missing out on an excellent opportunity to make these important connections and to establish your company as an innovator and thought leader.

Embedded Tech Trends 2017 will be held at the Bourbon Orleans Hotel in New Orleans January 23 and 24. A call for sponsors will be sent out in a separate email to VITA members. If you are interested in being a sponsor, be sure to respond to the call for sponsors. Space is limited so don't delay.

Go to [www.embeddedtechtrends.com](http://www.embeddedtechtrends.com) for more information and to view past presentations.

## *Market Research*

VITA has recently teamed up with IHS Research to co-sponsor the IHS Embedded Computer Boards, Modules and Systems market survey. IHS is currently collecting data for the 2016 report. If you have received this survey, please take the time to complete and submit your information. Sponsor-level VITA members will receive the complete report as part of this agreement with IHS, Regular and Senior members will have access to a subset of the results.

I am working on an update to the market research section of the VITA website. As part of the agreement with IHS, I have access to the VITA section of the Embedded Computer Boards, Modules and Systems 2014 Edition of the report, published in November 2014. I will be posting parts of this report to the Members Only section of the VITA website.

## *VMEbus 35th Anniversary*

It is hard to believe but this October we will be celebrating the 35th anniversary of the introduction of VMEbus. Many of us were in the early stages of our careers at that time. I am sure that you have VMEbus stories to share with the rest of the world. I have set up a blog site for you to visit. Feel free to share stories that we can archive for future generations. To share your comments, visit [www.linkedin.com/groups/2565867](http://www.linkedin.com/groups/2565867).

## *Call for Articles*



As you may recall I am also the editorial director for VITA Technologies. We publish two issues each year exclusively focused on items related to VITA technologies. I am always looking for new material that would be of interest to readers developing products based on VITA technology. Please feel free to contact me to discuss article opportunities. I am looking for any material that would be of interest to engineers using any VITA standards. This is a fantastic way to showcase your companies innovation and thought leadership.

## *VITA Technologies Hall of Fame*

Since the announcement of VMEbus in 1981 there have been a great number of people and ideas that have had an impact on the development and advancement of open standards used in critical embedded computing systems. The intention of the VITA Technologies Hall of Fame is to honor and preserve the remembrance of those people and technologies that have had the greatest influence on the VITA open standards industry. Many others are to come – innovators and influencers who have made a significant impact on developing, designing, creating the technology, and ferrying the technical specifications into open standards. These are the people who have overcome the technical and procedural problems, the products that set new expectations. It is our pleasure to honor these primary contributors to this industry.

Visit <http://opensystemsmedia.com/hall-of-fame/vita-technologies> to submit nominations for consideration for induction into the next class.

## *VITA Product Directory*

---

VITA maintains a product directory available to all of its members. Please be sure to add your new products to this directory. Login and go to the [Members Only](#) page for instructions on how to submit products. This is a popular destination for many VITA website visitors.

## Submitting News

The Member News section is for VITA members to post news on new VME Technology products, design wins, and VITA-related business. VITA member companies should be submitting media releases into the [VITA Technologies newsfeed](#) at OpenSystems Media, which is an RSS feed drawn into the Member News section. This approach increases your exposure to a broader audience and gives you real time control of your news. Login and go to the [Members Only](#) page for instructions on how to submit news.

## Website Tips

Member companies should be sure to add their logo and short company description to their listing. The administer for each member can do that or you may send me a high resolution company logo and two company descriptions, one that is less than 20 words and a longer one under 100 words.

**Hint:** *Each individual is now able to manage their own profile on each of the VITA sites. Please be sure to keep both profiles current. [VITA.com](#) was set up to use your email address as your ID and [Workspace.VITA.com](#) uses only the front part of your email address, however, you can access your profile and change to whatever works best for you. You are also responsible for your own passwords. We have plenty of capacity for individual registrations so spread the word within your companies.*

Visit [www.VITA.com/FAQ](http://www.VITA.com/FAQ) to learn more about our website.