



July 2018

By [Jerry Gipper](#), VITA Executive Director

Introduction

We just wrapped up the July VITA Standards meeting in San Pedro, CA. Nearly 40 people were in attendance to discuss various standards efforts. We welcome VITA members to attend whenever possible, either in person or via WebEx. The working groups welcome your participation in their efforts to develop the best standards possible for our industry. Our next meeting will be in Huntsville, AL, in September.

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

[Jerry Gipper](#)

VITA Executive Director

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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 2018 was held in Austin, TX, January 22 and 22. The Spring issue of [VITA Technologies](#) includes a short summary of each presentation. The

presentations and videos of each presentation can be found at [Embedded Tech Trends 2018](#).

Embedded Tech Trends 2019 (#ETT2019) is locked and loaded for the Gaslamp District in San Diego January 28 and 29. The official call for sponsors and presentations will be going out soon. Mark your calendars and start developing ideas for presentations.

General Data Protection Regulation (GDPR)

VITA has updated and posted the [VITA GDPR policy and procedures](#) to comply with the EU requirements. Please login and review your profile at www.vita.com to acknowledge our policy.

VITA Standards Update

The July VITA Standards Organization (VSO) standards' meeting was held in San Pedro, CA. This update is based on the results of that meeting.

Visit [VITA Events](#) for details on upcoming VSO meetings. If your company is not attending the face-to-face meetings physically or via WebEx, you are missing an excellent opportunity to network, contribute and influence the future of VITA standards. We meet every two months and would love see more participation at our meetings and with the working groups.

Several working groups have current projects underway. See [Standards Updates](#) for a current status.

VITA Communities (formerly Marketing Alliance)

VITA is renaming its various marketing alliances to be VITA communities. This better represents the goals of these groups to be more than just marketing efforts. Communities exist for VPX, VNX, FMC, and Reliability. These communities are chartered with the tasks of developing and sustaining ecosystems for their respective missions.

With some of the upcoming upgrades to our internet tools, we will be expanding the support for these communities. Watch this space for more information.

In the meantime, the VNX Community is preparing to kick off new efforts. If you are interested in participating, drop me an email and I can get you set up.

Social Media

VITA has engaged The Simon Group to improve our social media presence. Our focus has been on improving our Facebook, LinkedIn, and Twitter capabilities. We encourage VITA members to follow and contribute materials.

VITA Workspace Upgrades

The VITA Workspace is undergoing an update from our supplier, Higher Logic/Kavi. We are working on the migration now. From a user perspective, we expect very few changes initially. The update includes a lot of administrative enhancements that enable better layout management and reporting. We will be playing with some of the new features and will keep you advised of enhancements. A formal launch date has not been selected but is expected late this summer or early fall.

Call for Articles

VITA TECHNOLOGIES

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. I am starting work on the next edition now!

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 to the VITA website 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 that is up to 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. We have plenty of capacity for individual registrations so spread the word within your companies.

Visit www.VITA.com/FAQ to learn more about our website.