



# NEWS RELEASE

***For Immediate Release***

*For further information:*

*Justin Moll*

*VXS Marketing Alliance Chair*

*916-524-8242*

*Justin.Moll@elmabustronic.com*

*Ray Alderman, Executive Director*

*VITA*

*480-837-7486*

*exec@vita.com*

## **VITA Members Form VXS Marketing Alliance**

**Alliance brings suppliers together to promote VXS initiatives**

SCOTTSDALE, AZ, August 3, 2010 — VITA, the trade association dedicated to fostering American National Standards Institute (ANSI) accredited, open system architectures in critical embedded system applications today announced the launch of the VXS Marketing Alliance. The VXS Marketing Alliance promotes the well-established ecosystem of ANSI/VITA 41, the VME Switched Serial fabric standard. With more than 80 unique products offered in the market and deployed throughout the world, the VXS architecture provides developers with a logical extension and performance upgrade to their VME-based applications.

The role of each VITA Marketing Alliance is to bring interested parties together to jointly promote and grow the adoption of standards based products. The VXS Marketing Alliance joins the VPX and FMC Marketing Alliances currently organized and championed by VITA.

"VXS has become the primary system architecture for upgrades that seek to maintain their tried-and-true investments in VME hardware and software while adding new high-speed serial connections for sensors and multiprocessing", stated Ray Alderman, Executive Director of VITA.

VXS is being used in a wide range of traditional VITA markets such as military and defense, industrial, and medical applications. Sales from VXS products is expected to triple from 2009 to 2012 according to VDC's *Embedded Hardware & Systems: 2010 Market Intelligence Service* that was recently published.

ANSI/VITA 41, VMEbus Switched Serial or VXS, is an ANSI/VITA standard that combines parallel VMEbus with enhancements to support switched serial fabrics including PCI Express, RapidIO, StarFabric and InfiniBand over a high speed P0 connector. Backward compatibility is maintained with existing backplanes that do not have a conflicting P0 scheme. Whether combining the parallel VMEbus with switch fabric technologies for multi-point, high-speed data transfers or running only the VXS switch fabric option, designers have great choices for embedded computing designs of all types.

The VXS Marketing Alliance is focused on the advancement of the VXS family of technology, market intelligence, educational material and other related activities. The VXS Marketing Alliance will promote use of the specification to develop a vibrant ecosystem.

"Our goal is to spread awareness of the value VXS brings embedded systems applications and to promote the related product and service offerings of our member companies" said Elma Bustronic's Justin Moll, chairman of the VXS Marketing Alliance. "VXS offers an excellent balance of backwards compatibility to VME/VME64x systems, high-performance, and reliability in a cost-effective solution."

The current VXS Marketing Alliance roster has 12 companies that are focused on the advancement of the VXS specification and products based on the specification. The alliance ([www.vita.com/vxs](http://www.vita.com/vxs)) establishes an ecosystem of interested parties who will drive widespread adoption of the VXS specification and products.

#### VXS Marketing Alliance Members

- |  |  |
|--|--|
| <input type="checkbox"/> Concurrent Technologies Plc   | <input type="checkbox"/> Mercury Computer Systems, Inc.  |
| <input type="checkbox"/> CSP, Inc                      | <input type="checkbox"/> Meritec / Joy Signal Technology |
| <input type="checkbox"/> Curtiss-Wright Controls, Inc. | <input type="checkbox"/> Pentek, Inc.                    |
| <input type="checkbox"/> Elma Electronic Inc.          | <input type="checkbox"/> SIE Computing Solutions         |
| <input type="checkbox"/> EVOC Intelligent Technology   | <input type="checkbox"/> TEK Microsystems, Incorporated  |
| <input type="checkbox"/> Hartmann Electronic           | <input type="checkbox"/> W-IE-NE-R, Plein & Baus GmbH    |

Companies that develop VXS products are encouraged to contact VITA to join the VXS Marketing Alliance. For more information, visit the VXS Marketing Alliance website at [www.vita.com/vxs](http://www.vita.com/vxs).

## ***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](http://www.vita.com).

*Source: VITA*