



National Instruments Germany GmbH
Ganghoferstraße 70 b ● 80339 München
Tel.: 089 7413130 ● Fax: 089 7146035

PRESS RELEASE

Editor Contact: Rahman Jamal, Technical & Marketing Director Europe
Eva Heigl, Marketing Communications Manager Central European Region
Tel.: +49 89 7413130
Fax: +49 89 7146035

NI Trend Watch 2014 Highlights Technological Breakthroughs

NI Investigates Top Trends to Help Engineers Optimize Applications Across Diverse Industries

AUSTIN, Texas – Jan. 13, 2014 – National Instruments (Nasdaq: NATI) today released the NI Trend Watch 2014, which summarizes the latest technology trends to help engineers meet evolving demands and integrate the ever-increasing power of technology into their work. The inaugural report examines a range of topics—from cyber-physical systems to the “SDR-ification” of RF instruments.

“Because engineers use NI tools in so many different industries and applications, we are in a position to examine trends in measurement, sensors, networks, test and more—as they happen,” said Eric Starkloff, NI senior vice president of marketing. “NI compiled what we learned in this report to help engineers take advantage of the latest technological breakthroughs and stay ahead of the competition.”

NI Trend Watch 2014 covers trends in these areas:

Cyber-Physical Systems: Developing systems that continuously and dynamically interact with their environment through the coupling of distributed computational and physical components

Big Analog Data™ Solutions: Connecting IT infrastructures and analytic tools, such as the cloud, with data acquisition systems to make faster decisions on test data

RF/Wireless: Revolutionizing the wireless industry by integrating a range of technologies from software defined radio into RF test equipment

Models of Computation: Integrating multiple programming approaches into a single environment to simplify complex distributed and real-time applications

Mobile Communication: Using mobile devices as user interfaces in measurement and control systems

STEM Education: Preparing students with cross-disciplinary approaches to engineering

About National Instruments

Since 1976, National Instruments (www.ni.com) has equipped engineers and scientists with tools that accelerate productivity, innovation and discovery. NI's graphical system design approach provides an integrated software and hardware platform, speeding the development of any system needing measurement and control. NI ensures customer success with an ecosystem of services, support and more than 700 Alliance Partners worldwide. The company's long-term vision and focus on improving society through its technology also enables the success of its employees, suppliers and shareholders.

Reader Contact:

Germany:

National Instruments Germany GmbH
Ganghoferstraße 70 b | 80339 München
Tel.: +49 89 7413130 | Fax: +49 89 7146035
info.germany@ni.com | ni.com/germany

Austria:

National Instruments GesmbH
Plainbachstr. 12 | 5101 Salzburg-Bergheim
Tel.: +43 662 457990-0 | Fax: +43 662 457990-19
ni.austria@ni.com | ni.com/austria

Switzerland:

National Instruments Switzerland Corp. Austin,
Zweigniederlassung Ennetbaden
Sonnenbergstr. 53 | 5408 Ennetbaden
Tel.: +41 56 2005151 | Fax: +41 56 2005155
ni.switzerland@ni.com | ni.com/switzerland