

PRESS RELEASE

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Embedded Systems Outlook 2013 Covers Key Technology, Application and Business Trends

News Highlights

- Embedded Systems Outlook 2013 from National Instruments outlines technology, application and business-level trends that will impact the development of embedded systems in the next one to three years.
- With insight from the report, engineers and managers will be better prepared to develop and maintain innovative embedded systems.

NUREMBERG, Germany – Embedded World – Feb. 26, 2013 – National Instruments (Nasdaq: NATI) today released Embedded Systems Outlook 2013, which shares the company's conclusions about the direction of the embedded systems market. The outlook is intended to assist engineers and scientists in a wide variety of application areas, from energy and life sciences to industrial control and transportation, as they navigate the rapidly changing business and technology landscape.

Embedded Systems Outlook 2013 discusses the following trends:

- **Reconfigurable Heterogeneous Architectures:** When faster CPU cores fall short, embedded system designers are combining heterogeneous processing elements to meet application needs.
- **The Digital Energy Revolution:** Digital technologies are changing the way we manipulate, move, control and store energy.
- **Democratization of Embedded System Design:** Many design teams are abandoning larger specialized teams for smaller groups focused on translating domain expertise into realized innovation.
- **Total Economic Profitability:** More companies are adopting a comprehensive approach that considers not only cost benefit analysis but also factors like flexibility and risk.
- **Embedded Vision:** Technology originally used in high-volume consumer devices is powering a new generation of intelligent embedded systems.

Quote

“NI has years of experience in the embedded systems market, and the success of our company has hinged on our ability to identify and take advantage of emerging technology trends,” said Jamie Smith, director of embedded systems marketing at National Instruments. “Because we work with organizations in so many different sectors, we’ve managed to stay at the forefront of innovation in a rapidly changing industry.”

Additional Resources

To read Embedded Systems Outlook 2013, visit www.ni.com/eso.

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.

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