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## **NIWeek 2010 to Explore Technologies for Gaining Competitive Advantages**

### **Attendees Will Learn How to Use NI and Industry Technologies to Accelerate Time to Market**

AUSTIN, Texas, May 4, 2010 /PRNewswire via COMTEX News Network/ -- National Instruments (Nasdaq: NATI) today announced plans for [NIWeek](#), the world's leading graphical system design conference and exhibition that attracts more than 3,300 engineers, scientists and members of the academic community. NIWeek 2010, the company's 16th annual technology conference, opens Aug. 3 at the Austin Convention Center in Austin, Texas, for three days filled with targeted summits and tracks, technical sessions, interactive demonstrations and keynotes. Attendees will gain advanced technical knowledge, explore graphical system design to test, measure and fix inefficient products and processes and network with peers and NI developers.

"NIWeek is the ultimate venue for engineers to meet, exchange information and ideas and learn about innovative advances in technology and NI products," said Dr. James Truchard, NI CEO, president and cofounder. "At NIWeek 2010, we address the continuing need for more efficient user-defined solutions, explore the benefits of graphical system design to gain a competitive advantage and learn how technological advances are accelerating the speed of time to market."

NIWeek 2010 highlights include the following:

- | Five technical summits focused on [RF and wireless](#), [robotics](#), [military and aerospace](#), [vision](#) and [energy technology](#)
- | Four tracks focused on automated test, embedded design, industrial automation and control and software development and technology
- | More than 200 technical sessions and 45 hands-on technical workshops
- | Intermediate- and advanced-level [NI LabVIEW](#) and NI hardware and software content
- | More than 150 demonstrations on the exhibit floor by companies such as Avera, Hitachi, Honeywell, LEGO<sup>(R)</sup> and Texas Instruments
- | Daily keynotes with NI executives and industry leaders

New to NIWeek in 2010 is the Energy Technology Summit, which features sessions on developing sustainable practices in the energy industry. NI will also host a Big Physics Symposium where engineers and scientists can collaborate and learn how NI technologies can solve instrumentation and control challenges in physics. On Aug. 2, NI will host the Academic Forum and Alliance Day. NIWeek attendees have the opportunity to interact with the NI R&D, provide product feedback and attend networking opportunities including nightly events and daily lunchtime peer-to-peer roundtables.

Register now to take advantage of early bird pricing and to view the preliminary program for NIWeek 2010 at [www.ni.com/niweek](http://www.ni.com/niweek). Readers can also get NIWeek updates and connect with other attendees by becoming an [NIWeek fan](#) on Facebook and following [@NIWeek](#) on Twitter.

### **About National Instruments**

National Instruments ([www.ni.com](http://www.ni.com)) is transforming the way engineers and scientists design, prototype and deploy systems for measurement, automation and embedded applications. NI empowers customers with off-the-shelf software such as NI LabVIEW and modular cost-effective hardware, and sells to a broad base of more than 30,000 different companies worldwide, with no one customer representing more than 3 percent of revenue and no one industry representing more than 15 percent of revenue. Headquartered in Austin, Texas, NI has more than 5,000 employees and direct operations in more than 40 countries. For the past 11 years, FORTUNE magazine has named NI one of the 100 best companies to work for in America. Readers can obtain investment information from the company's investor relations department by calling (512) 683-5090, e-mailing [nati@ni.com](mailto:nati@ni.com) or visiting [www.ni.com/nati](http://www.ni.com/nati). (NATI-G)

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