



April 11, 2006

National Instruments Announces Fellowship Appointment

Keith Odom, NI Employee for 18 Years and Director of Architecture and Technology, Named NI Fellow

NEWS RELEASE – April 11, 2006 – National Instruments recently named one of its long-time R&D contributors, Keith Odom, as an NI R&D fellow.

“We are proud to honor Keith Odom as an NI fellow,” said Dr. James Truchard, NI president and CEO. “His leadership and vision have significantly impacted the long-term success of National Instruments and our customers. Keith is an example of excellence for all NI employees.”

Odom has spent his entire 18-year career in R&D at National Instruments. As director of architecture and technology, he leads a team of highly respected digital engineers that develop important new architectures and key application-specific integrated circuits (ASICs) and who serve as technical leads on a wide range of projects. Odom was instrumental in the development of the NI-STC 2, a device system timing controller for [NI M Series data acquisition](#) devices, as well as the NI Synchronization and Memory Core (SMC) architecture for the company’s high-speed modular instruments. He has served in many different management roles within the company, including managing top analog engineering talent and the company’s entire modular instruments team. He is the inventor or co-inventor of 34 patents in a range of areas including bus interfacing, hardware/software interaction, reconfigurable I/O and timing and synchronization.

With Odom’s leadership, NI has had success in ASIC design, most of which released in its first version because of his high quality of work. In addition, he has led many of the innovations and architectural successes the company has achieved in FPGA design. Odom is not only personally innovative in his own work, he also has been a key leader in helping the company institutionalize innovation by defining a process for funding research projects and encouraging directed research on identified technology gaps.

About National Instruments

For 30 years, National Instruments (www.ni.com) has been a technology pioneer and leader in [virtual instrumentation](#) – a revolutionary concept that has changed the way engineers and scientists in industry, government and academia approach measurement and automation. Leveraging PCs and commercial technologies, virtual instrumentation increases productivity and lowers costs for test, control and design applications through easy-to-integrate software, such as NI LabVIEW, and modular measurement and control hardware for PXI, PCI, PCI Express, USB and Ethernet. Headquartered in Austin, Texas, NI has more than 3,800 employees and direct operations in nearly 40 countries. For the past seven years, *FORTUNE* magazine has named NI one of the 100 best companies to work for in America.

###