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National Instruments CEO Delivers Speech at Digital Regions Seminar

Dr. James Truchard Highlights Vision for Company's Success

NEWS RELEASE – May 1, 2006 – Dr. James Truchard, president, CEO and cofounder of National Instruments (Nasdaq: NATI), will speak at the Digital Regions Seminar preceding the World Congress on Information Technology (WCIT) 2006 conference today in Austin. In his speech, “Building a Globally Competitive IT Company in Central Texas,” Truchard discusses the progression of National Instruments from a small start-up company to a multimillion-dollar, 3,900-employee, multinational corporate success.

“National Instruments has a solid, effective business model for new products that has carried us through three decades,” Truchard said. “NI is always one step ahead of the curve, never compromising our guiding principles of total customer satisfaction, continuous improvement and extensive innovation. With our model of technology adoption ensuring success, we continue to excel.”

Truchard’s keynote explores the methods that make NI products successful, such as the company’s implementation of the technology adoption life cycle and user groups. He highlights methods that NI implements for dynamic results, and explains how NI and other companies’ own versions of communication and technology adoption models have proven successful.

The Digital Regions Seminar presents international examples of information technology as a key sector in economic development strategies. The seminar also covers information technology in the globalized economy and how to integrate information technology with emerging economic sectors. The seminar is organized by the IC2-Institute at the University of Texas, the City of Austin and the Technopolicy Network, Netherlands.

Truchard, a respected veteran of the measurement and automation industry, often advises and counsels industry, academic and governmental organizations on technology issues. He is a member of the University of Texas System Chancellor’s Council and a former member of Texas Gov. Rick Perry’s Advisory Council on Digital Economy. He cofounded National Instruments in 1976 in Austin, Texas, and has led the company through 29 years of growth.

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 3,900 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.

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