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## National Instruments to Host Investor Conference at NIWeek

*Company to Discuss the Evolution of Its Long-Term Operating Model*

AUSTIN, Texas--(BUSINESS WIRE)-- National Instruments (Nasdaq: NATI) will host its annual investor conference in Austin, Texas, in conjunction with NIWeek, the company's annual user conference. A key platform for launching new products, NIWeek brings together more than 3,000 customers and partners to learn how the expansion of NI's platform capabilities is helping to solve the world's toughest engineering challenges.

The investor conference will begin with a keynote address by Dr. James Truchard, NI president, CEO and cofounder, which highlights the company's unique position to empower test and embedded customers to benefit from trends such as the Industrial Internet of Things and Big Analog Data. Luke Schreier, director of Automated Test, and James Smith, director of Embedded Systems, will focus on NI's commitment to growth by serving more customer needs through the expansion of its platform capabilities. John Graff, vice president of Marketing, will moderate a customer panel consisting of company representatives from Cobham, Duke Energy and Nokia. Alex Davern, NI COO and CFO, will conclude the day by discussing the evolution of the company's long-term operating model and planned realignment of geographic regions.

"At NIWeek, we will be announcing new products for PXI, wireless test, embedded systems and the latest extension of our software platform," Truchard said. "Our approach throughout our history has been to disrupt and grow in applications where our software-centric platform can offer tremendous value, cost and productivity benefits to our customers. As devices become more intelligent and connected, new requirements for test are created, and I believe we are particularly well-suited to win this wave of new test opportunities."

The event begins on Aug. 4 at 10:30 a.m. CT. To listen to the live webcast, visit [www.ni.com/nati](http://www.ni.com/nati).

### About NI

Since 1976, NI ([www.ni.com](http://www.ni.com)) has made it possible for engineers and scientists to solve the world's greatest engineering challenges with powerful, flexible technology solutions that accelerate productivity and drive rapid innovation. Customers from a wide variety of industries - from healthcare to automotive and from consumer electronics to particle physics - use NI's integrated hardware and software platform to improve the world we live in. (NATI-F)

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