



National Instruments Third-Party News Release Guidelines

Thank you for your interest in a National Instruments third-party news release. This type of announcement is made by your company. You are responsible for drafting and distributing the news release. The content of third-party releases varies, but some possible announcements include:

- Your product's compatibility with NI LabVIEW or other NI products
- A solution or application your company has created using NI products
- A collaboration with National Instruments on a standard
- Your relationship with NI through the National Instruments Alliance Partner Program, the Instrument Driver Developer Program, the Sensors Plug&Play program or other initiatives
- Customer success stories

National Instruments reviews the content of your release and, when applicable, provides a quote from an NI spokesperson, which usually takes one to two weeks. Please send your drafted release to your National Instruments media relations contact or Leanne James at (512) 683-5674 or Leanne.James@ni.com. National Instruments reserves the right to negotiate your release date or decline participation in your announcement.

If you are drafting a third-party news release with National Instruments, please follow the guidelines below:

- Do not give the impression of a joint announcement with your news release. Therefore, refrain from using words that imply that both companies are making the announcement.
- Please do not include any National Instruments contact information unless discussed and agreed upon with your NI media relations contact. You are encouraged to link to ni.com or other NI corporate Web pages in the text of your announcement when applicable.
- The use of "National Instruments" or "NI" in the headline of your release is at the discretion of the NI Corporate Communications department. Include your company name before National Instruments in the headline, subhead and lead paragraph. Your company's boilerplate should precede the National Instruments boilerplate as well.
- Avoid using the word "partner" when referencing your relationship with National Instruments. Instead, when referring to the NI Alliance Partner Program, the Instrument Driver Developer Program, or other collaborations with NI, use phrases such as "collaborate," "work together to deliver" or "strategic relationship."
- Please draft all quotes attributed to NI spokespeople. If you are not sure whom to attribute a quote, the NI media relations team determines the appropriate individual. NI does not provide quotes that judge the value of your product relative to other competitive offerings. For example, NI cannot say you offer the "best" service.
- Trademarking NI products is not required in your release. NI recommends you use a blanket disclaimer such as "product and company names listed are trademarks or trade names of their respective companies" at the end of your release.
- Clearly distinguish your products/services/solutions from those of NI. Suggested phrases are "compatible with" or "for use with." For example, you cannot refer to your product as a "LabVIEW [your product name]." Instead, please use "[your product name] for NI LabVIEW." When using National Instruments trademarks in this manner, National Instruments must not be larger or more prominent than your product or service name, trademark, logo or trade name.
- Do not display NI trademarks on your Web site in a manner that suggests your product or service is from National Instruments or in a manner that suggests the trademark is part of your product or service name.

About National Instruments

National Instruments (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 25,000 different companies worldwide, with no one customer representing more than 3 percent of revenue and no one industry representing more than 10 percent of revenue. Headquartered in Austin, Texas, NI has more than 4,800 employees and direct operations in nearly 40 countries. For the past nine 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 or visiting www.ni.com/nati.

General National Instruments Information (For Your Reference):

- National Instruments is a global leader in virtual instrumentation.
- Virtual instrumentation is the combination of commercially available technologies with innovative NI software and modular hardware, resulting in powerful computer-based measurement and automation solutions. Virtual instrumentation empowers customers to easily build solutions that are open, flexible and user-defined as opposed to the closed, fixed-function, vendor-defined nature of traditional instrumentation solutions. With virtual instrumentation, NI customers save time and money while developing higher-performance solutions.
- NI LabVIEW is a powerful graphical development platform for signal acquisition, measurement analysis and data presentation, giving engineers and scientists the flexibility of a programming language without the complexity of traditional development tools. Thousands of successful engineers worldwide use this software to acquire, analyze and present measurement data throughout every stage of development.

How to Reference NI LabVIEW Products

- NI LabVIEW graphical development environment
- NI LabVIEW Real-Time Module
- NI LabVIEW FPGA Module
- NI LabVIEW PDA Module
- NI LabVIEW SDK Module
- NI SoftMotion Development Module for LabVIEW

How to Reference Other Popular NI Products (Upon First Appearance)

- NI M Series multifunction data acquisition (DAQ) devices
- NI CompactRIO embedded control systems
- NI FieldPoint and Compact FieldPoint embedded control systems
- NI SignalExpress interactive measurement software
- NI TestStand test management software
- NI Measurement Studio for Visual Studio .NET
- NI LabWindows/CVI ANSI C development environment
- NI-DAQmx measurement services software
- NI USB data acquisition (DAQ) devices
- Sensors Plug&Play devices

NI Trademarks

"NI" refers to National Instruments and all of its subsidiaries, business units and divisions worldwide. "NI Trademarks" refers specifically to NI registered and nonregistered trademarks in the United States and other countries, including, but not limited to, the following:

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For an updated list of NI trademarks, visit ni.com/legal