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National Instruments Acquisition of Driven, Inc. to Accelerate NI LabVIEW and RIO Hardware for Engine Control

Driven, Inc. has provided automotive control and data acquisition solutions for research and production applications since 2003. These systems combine Driven's automotive engine control design technology with National Instruments (NI) LabVIEW software and reconfigurable I/O hardware to provide an open platform for engine control design, prototyping, validation, and deployment. As the next step in the company's growth, we are very proud to announce that on December 31, 2010, National Instruments has acquired all of the outstanding shares of Driven.

Below you will find answers to some questions you may have about the acquisition.

How does this acquisition benefit Driven customers?

Driven customers will benefit from increased NI investment in developing products for engine control, sharing technology and resources between the two companies, and creating tighter integration with NI products. Driven customers will also benefit from the worldwide service and support coverage and resources offered by NI.

How do I purchase Driven products?

Customers should continue to contact Driven for all product and support requirements using the existing Driven contact information. For details, visit www.driven.com.

Will Driven continue to support existing installations?

Yes, Driven will continue to support existing customers and offer custom system development services for engine control and combustion analysis applications.

Will NI sell and support Driven products?

Yes, in the near future, Driven's existing products will be sold and supported worldwide by NI.

What is the timeline for availability of Driven products through NI?

We do not have an exact date, but we expect it to be in Q3-Q4 2011.

What are NI plans for Driven products?

NI and Driven will continue to jointly develop and enhance Driven products. Developers from both companies will jointly work on new products for engine control which incorporate technologies from both companies.

Why did NI acquire Drivven?

The demand for cleaner, more efficient internal combustion engine systems is growing at an increasing rate, creating a demand for tools which allow engineers to seamlessly prototype and deploy vehicle electronics systems. Drivven products are based on the NI LabVIEW and the NI CompactRIO platforms (intuitive graphical software, open modular I/O platform, real-time and FPGA programming in a single environment, etc). Drivven products bring these advantages to engineers developing engine control systems by extending the NI CompactRIO platform with the signal conditioning, software, and digital IP required for developing engine control systems. The combination of the Drivven products and NI products permits NI to offer a complete and seamless tool chain for the design, prototyping, validation, and deployment of engine control systems which can scale from research prototypes to deployments for low-to-mid volume production.

What are the terms of the acquisition?

Details of the acquisition are not being disclosed.

Is there an official statement about the acquisition?

Yes. NI acquired all of the outstanding shares of Drivven Inc. effective December 31, 2010. Acquisition terms were agreeable to both parties and are not public. Carroll Dase and Matthew Viele, founders of Drivven will remain and continue as President and Vice President, respectively. By combining the NI global sales and support presence with Drivven domain expertise and engine control technology, the two companies can bring to more customers a complete and seamless tool chain for the design, prototyping, validation, and deployment of engine control systems which can scale from research prototypes to deployments for low-to-mid volume production. Please contact Drivven for the sales and support of Drivven products.

Who is 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 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.

Who can answer additional questions?

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