A Bigger Tent

Expanding VITA into Broader Markets

Embedded Tech Trends 2024

Boards and Backplanes in Boxes

Boards & Backplanes in Boxes isn't new

Well understood…
- *Maintenance Concepts*
- *Cost / Value trades*
- *Architectures*
- *Environments*
- *Performance*
- *Security*

This concept has been around awhile…

TV Cameras (1980s)

Dolby Stereo (1970s)

Saturn V (1960s)

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What are we doing now?

Aerospace & Defense drives certain optimization:

- "Extreme" environmental considerations
- Generally driving performance over cost
- Meeting defense buying behaviors (including cycles), long term sustainment

How does this impact us?

- How we design and specify within the standards – always about "more" of the A&D optimizations (consider VITA 47)
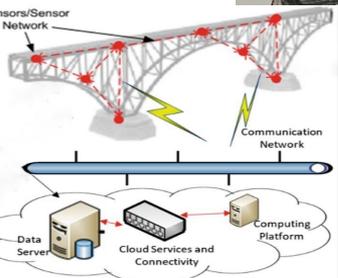- Continual focus on top performance in most extreme environments

What can we do to broaden the tent?

Potential new markets

Not this…

Let's consider everything else "non-consumer"…

Target "Markets"

- **Critical Infrastructure** ←
- **Industry 4.0**
- **Supercomputing**
- **Medical**
- **Broadcast / Entertainment**
- **Heavy Industry (including Off-World)**
- **IoT throughout infrastructures**

Critical Infrastructure Sectors

- Chemical Sector
- Commercial Facilities Sector
- Communications Sector
- Critical Manufacturing Sector
- Dams Sector
- Defense Industrial Base Sector
- Emergency Services Sector
- Energy Sector
- Financial Services Sector
- Food and Agriculture Sector
- Government Facilities Sector
- Healthcare and Public Health Sector
- Information Technology Sector
- Nuclear Reactors, Materials, and Waste Sector
- Transportation Systems Sector
- Water and Wastewater Sector

Call to Action

UNDERSTANDING

- What are the optimizations for target market environments, including cost?

- Which have no "standards" (real or de facto) and which do?

- New markets vs old – which are ready for change and innovation?

- Entrenched vendors vs dynamic markets?

- What's the need today? Tomorrow?

APPLICABILITY

- Compare and Contrast – what applies and what doesn't from our current A&D market?

- Performance

- Environments

- Maintenance

- Security

- Etc.

ACTIONS

- VITA 47 – expand to capture more environments

- VITA 62 – more options for power inputs

- VITA 65 – more topologies and modules?

- VITA 48 – more options?

- VITA "new" – what else can we capture

How do we go forward?

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ETT in 30 years…

Prompt: Create a picture of a gigantic tent with the Earth, Moon, and Mars inside, and add the VITA logo to it.

…perhaps AI will follow instructions as well as my 12-year-old

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Q&A

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