



# Safe Harbor Warning

During the course of this presentation, we may make projections or other forward-looking statements regarding the future financial performance of the company or future events, including projected cash and cash equivalents at the end of the year, and projected capital expenditures. We wish to caution you that such statements are just predictions and that actual events or results may differ materially. We refer you to the documents the company files regularly with the Securities and Exchange Commission, specifically the company's most recent Form 10-K and our Form 10-Q filed August 1, 2014. These documents contain and identify important factors that could cause the actual results to differ materially from those contained in our projections or forward-looking statements.

## Non-GAAP Information

In this presentation, we have included certain non-GAAP financial results with respect to some or all of the following items: revenue, gross margin, research and development and other operating expenses and operating income. Our non-GAAP results exclude, as applicable, the impact of stock-based compensation, amortization of acquisition-related intangibles, acquisition accounting for deferred revenue, acquisition-related adjustments and acquisition-related transaction costs. In each of our quarterly earnings press releases since March 31, 2006, we have included a reconciliation of our GAAP results to our non-GAAP results for the applicable periods and such press releases are available on our website at [investor.ni.com](http://investor.ni.com). For periods prior to March 31, 2005, our non-GAAP results are the same as our GAAP results. We also refer in this presentation to "free cash flow" which is a non-GAAP number that is equal to our cash flow from operating activities as presented in our statement of cash flows under GAAP, less capital expenditures. A reconciliation of free cash flow to the most comparable GAAP number is available on our website at [ni.com/nati](http://ni.com/nati) and included in the appendix of this presentation.

# Agenda

- 10:30 a.m. Conference Welcome by Dr. Truchard, President, Co-Founder and CEO
- 10:50 a.m. Delivering Growth and Innovation Through Platform-based System Design  
Eric Starkloff, EVP of Global Sales and Marketing and Mike Santori, VP of Product Marketing
- Noon Lunch and Product Demonstrations by Jordan Dolman, Senior Product Manager
- 1:00 p.m. Driving Leverage and Focus on Results by Alex Davern, COO/CFO
- 1:30 p.m. Q&A Session with NI Executive Management
- 2:00 p.m. Conference Concludes
- 2:15 p.m. Investor Expo Tours Begin

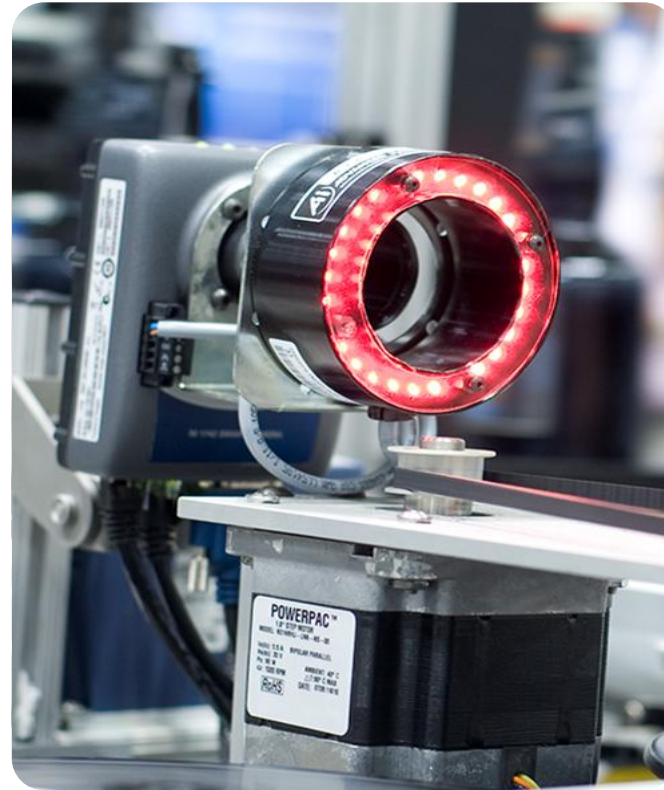


# NATI Conference Welcome

Dr. James Truchard, President, Co-Founder, and CEO

# Our Mission

We equip engineers and scientists with systems that accelerate productivity, innovation, and discovery.



# Evolution of NI's Core Strategic Vision: First Decade

Self Financing  
With GPIB



# Evolution of NI's Core Strategic Vision: Second Decade

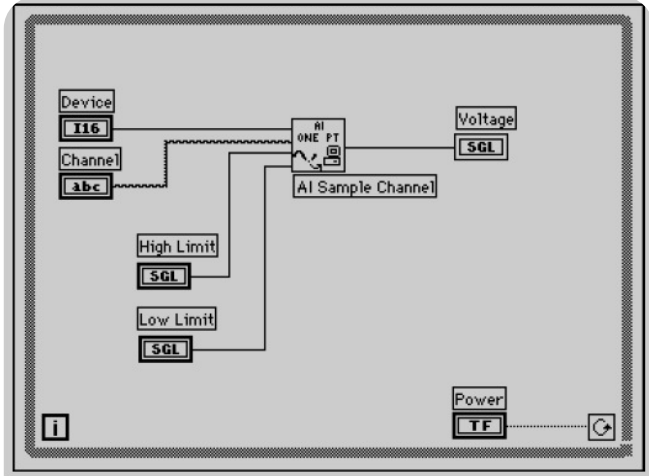
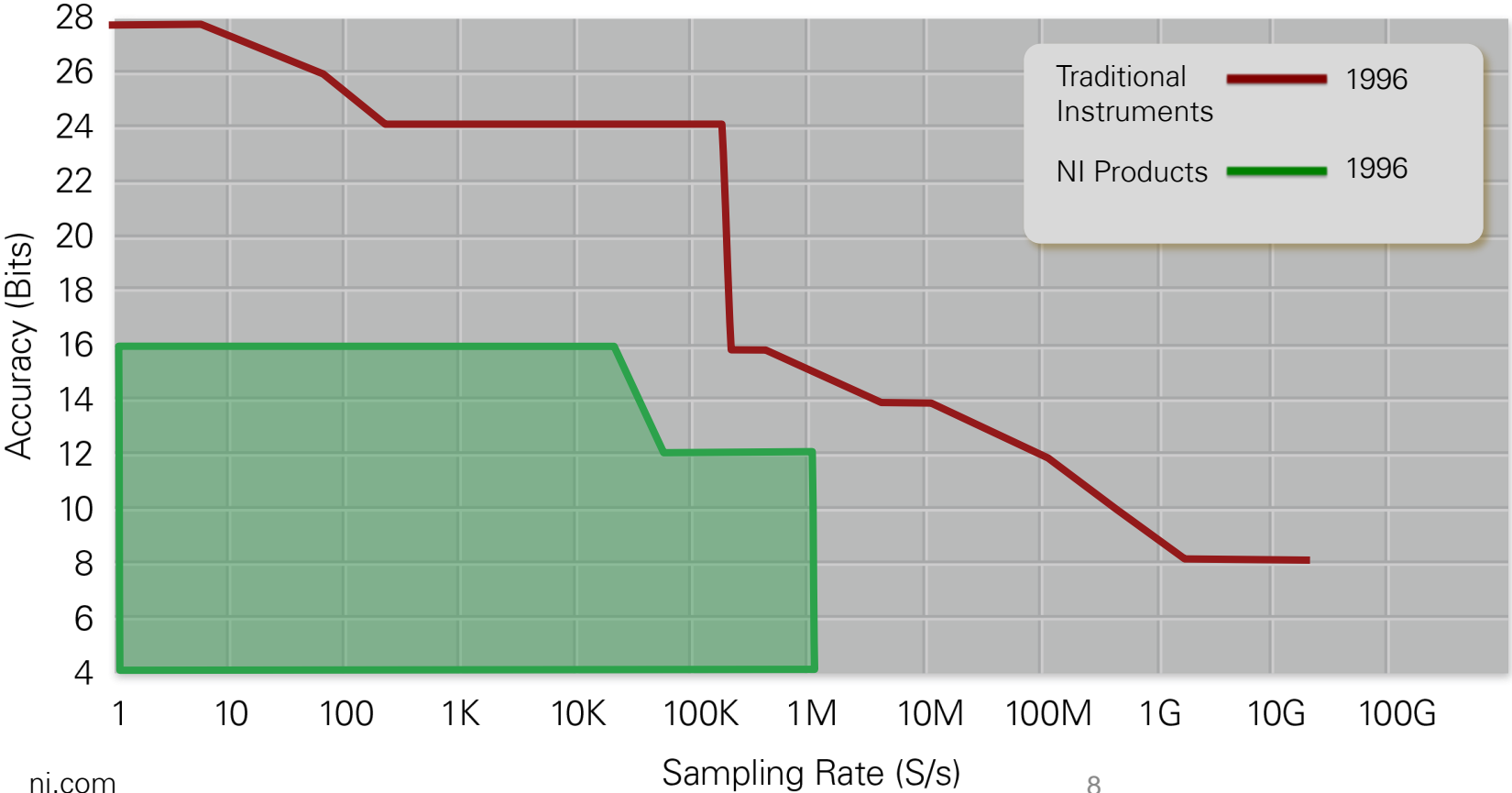
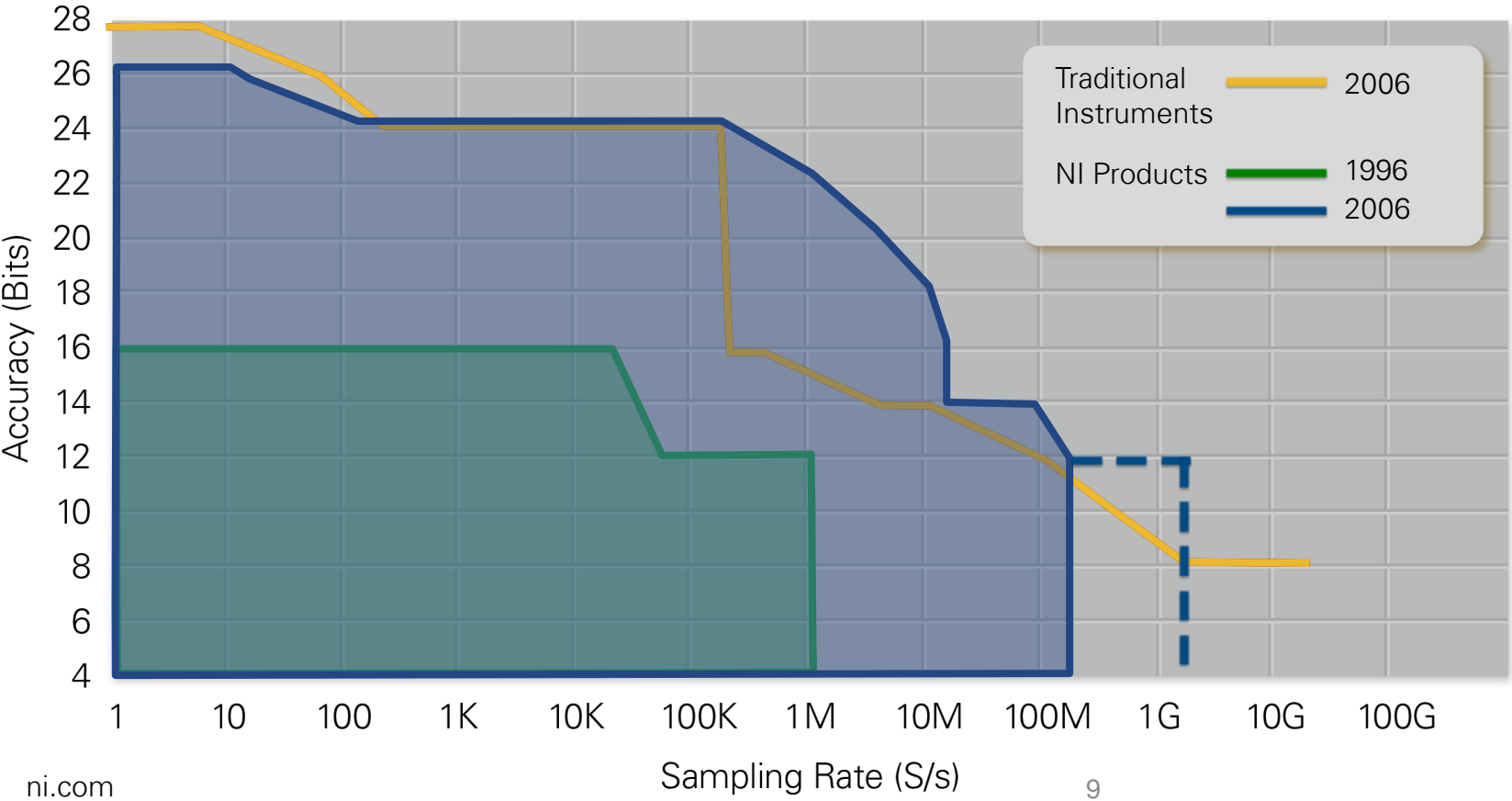
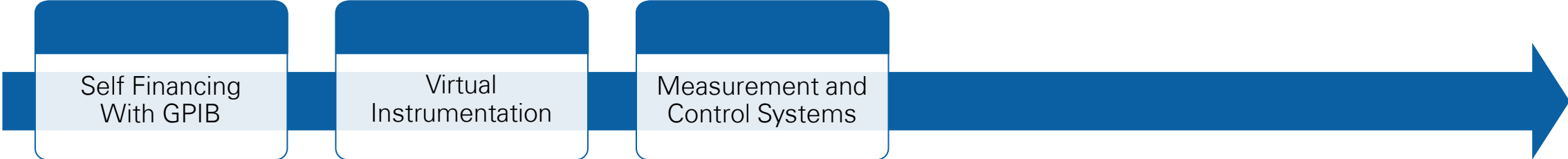


Figure 6-2. Acquiring Data Using the AI Sample Channel VI



# Evolution of NI's Core Strategic Vision: Third Decade

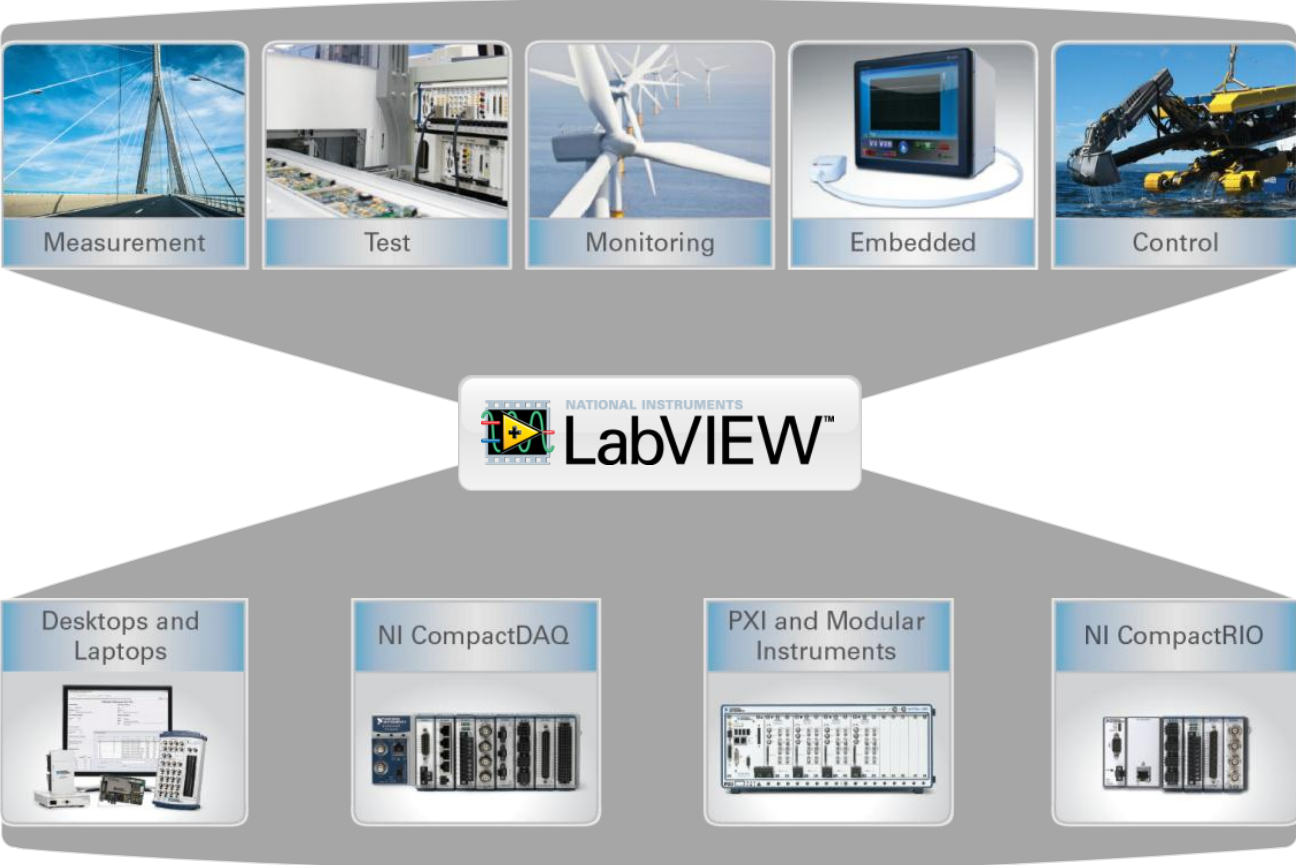
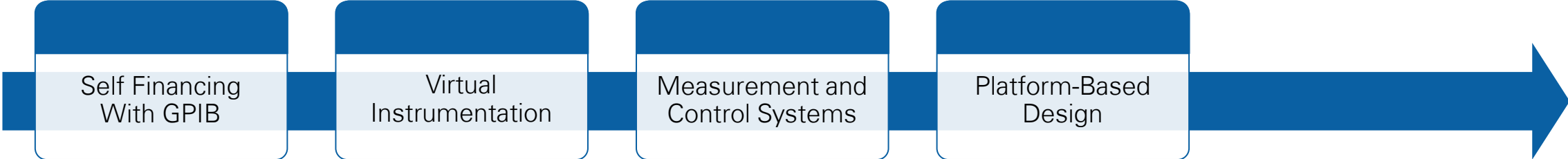


CompactRIO Systems

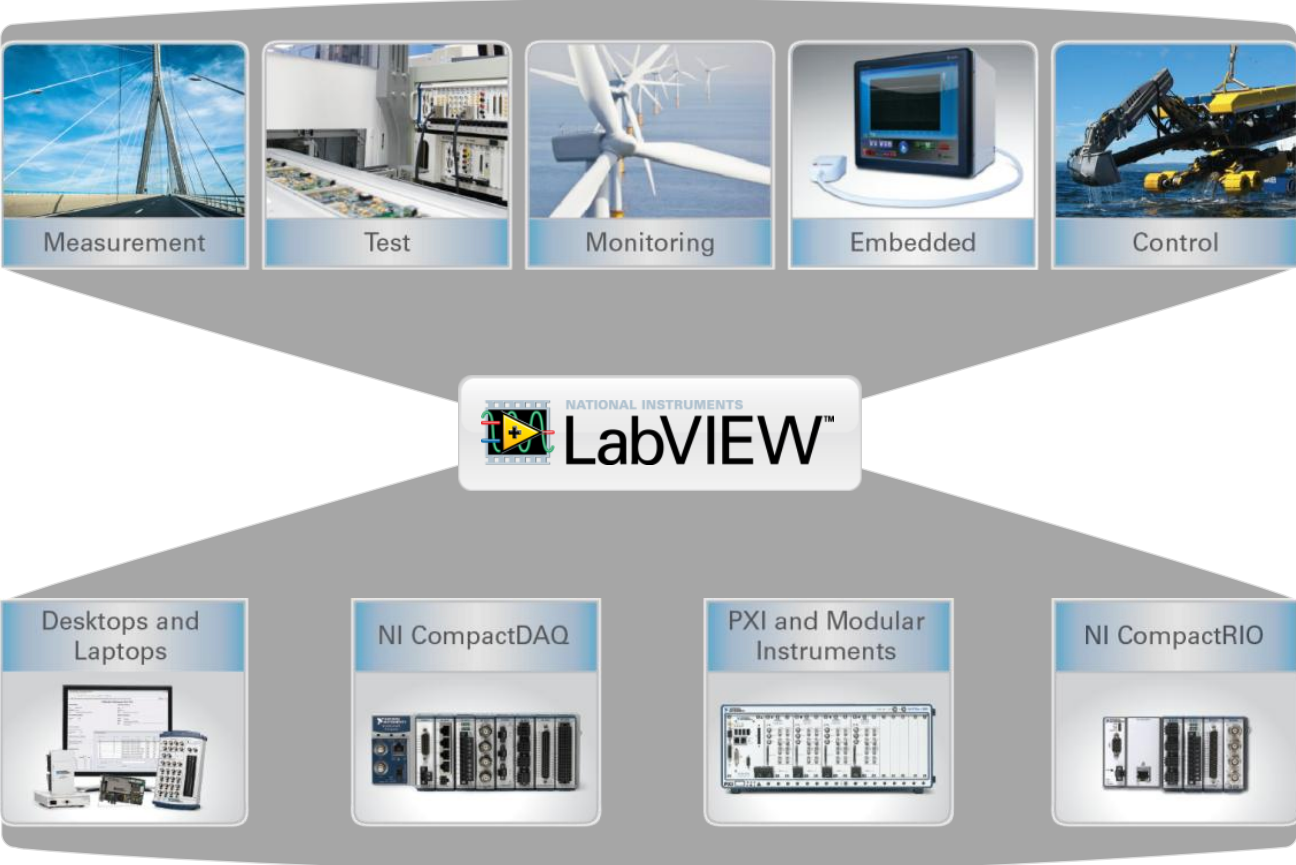
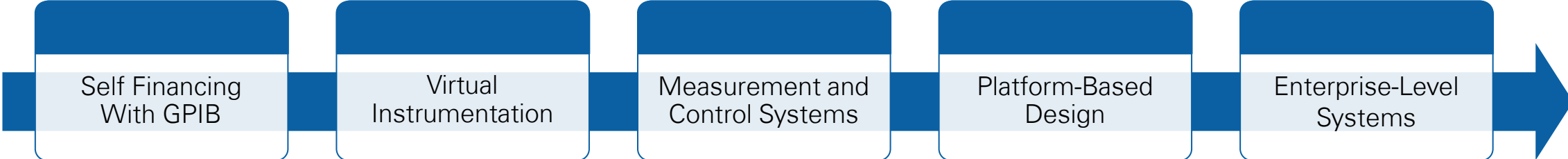


PXI Systems

# Evolution of NI's Core Strategic Vision: Fourth Decade



# Evolution of NI's Core Strategic Vision: Fifth Decade



Cyber-Physical Systems  
Big Analog Data™ Systems  
Software-Designed Systems

