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EMA Now Offers Autodesk's 2011 Digital Prototyping Software

Rochester, NY (April 7, 2010) – EMA Design Automation™ (www.ema-eda.com), a full-service provider of mechanical and electrical CAD tools, today announced it will offer Autodesk's latest 2D and 3D design and engineering software for manufacturers. The new 2011 product lineup for manufacturers includes [Autodesk Inventor](#), [AutoCAD Mechanical](#), Autodesk Showcase software, and the [Autodesk Vault products](#)—industry-leading applications that comprise the Autodesk solution for [Digital Prototyping](#).

Digital Prototyping with Autodesk Inventor software gives manufacturers the ability to digitally design, visualize, and simulate how a product will work under real world conditions before it is built. Digital Prototyping reduces reliance on physical prototypes, which helps reduce cost and speed time to market in highly competitive industries.

“Autodesk Inventor 2011 leads the 3D CAD industry with Digital Prototyping tools that help manufacturers design better products, reduce development costs, and get to market faster,” said Amy Bunszel, senior director, Digital Engineering, Autodesk Manufacturing Industry Group. “Designers and engineers can expect dramatic usability and productivity gains across our entire 2011 manufacturing software portfolio.”

“The EMA/Autodesk solution for Digital Prototyping provides a revolutionary design experience that offers significant benefits to engineers,” said Greg Roberts, director of marketing at EMA. “The 2011 release of Autodesk products unites direct manipulation with the more traditional parametric based workflows for a faster and easier to use interface. This release allows designers and engineers to capture and embed engineering and product knowledge directly into virtual models, and it provides a new and easy-to-use product for creating compelling product documentation.”

EMA provides customers with a complete solution for all their electrical and mechanical design automation needs. Purchasing and deploying the right technology tools is just the beginning of assisting customers with their design challenges. EMA focuses on providing successful business solutions, and is dedicated to providing the best in CAD software, professional services, and support.

EMA will be offering the new versions of the following Autodesk products:

AutoCAD Electrical 2011: This software helps electrical controls designers to quickly create control system designs and easily access extensive catalog information for large electrical controls projects.

AutoCAD Mechanical 2011: This software's streamlined design environment gives users vastly improved access to power dimensioning functionality, which automatically aligns part dimensions with the rest of the drawing properties, without ever opening a dialog box

Autodesk Inventor 2011: This software's new direct manipulation capabilities fundamentally improve the mechanical design process. Inventor 2011 software also incorporates Autodesk's leading design visualization capabilities so users can better conceptualize and communicate designs within the 3D CAD application.

Autodesk Inventor Publisher: This software makes its commercial debut after its recent Technology Preview on Autodesk Labs. The easy-to-use software for creating compelling product documentation enables manufacturers to provide their customers with clearer and more comprehensive technical instructions by leveraging the same digital model used in the design to manufacturing process.

Autodesk Vault 2011 family: This software now features a heads-up display for easily managing design data and graphically mapping Autodesk Vault information directly to Autodesk Inventor models to streamline workflows, fundamentally improve the reporting and decision-making process, and accelerate model selection and interaction.

Other products available through EMA include AutoCAD, AutoCAD LT, Autodesk 3ds Max Design, Autodesk Showcase, and mental ray software.

Availability

For more information on these products, please visit www.ema-eda.com/autodesk or call 800-813-7494.

About EMA Design Automation, Inc.

EMA Design Automation is a leader in product development solutions offering a complete range of electrical and mechanical CAD tools, product lifecycle management systems, services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America, an Autodesk Authorized Value Added Reseller, and is an Authorized North American Distributor of Aldec® Active-HDL™. EMA manufactures the Component Information Portal™ (CIP), TimingDesigner®, and CircuitSpace, and all are distributed through a worldwide network of value added resellers. EMA is a privately held corporation headquartered in Rochester, New York. Visit EMA at www.ema-eda.com for more information.

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