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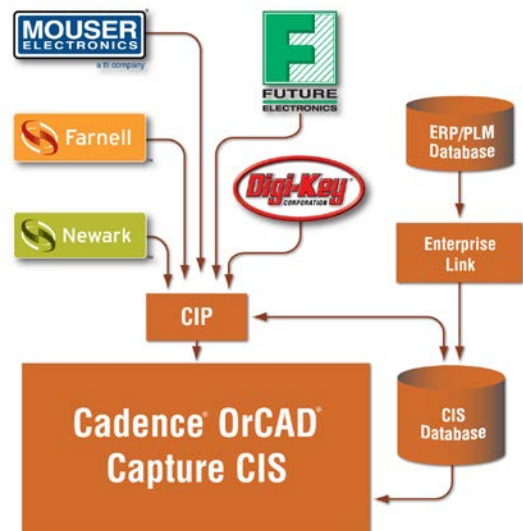
### EMA Integrates Mouser's Online Electronic Components Database with Cadence OrCAD Capture CIS

*An enhanced Component Information Portal provides direct download of Mouser part information onto the engineering desktop.*

Rochester, NY (March 8, 2011) – EMA Design Automation™ ([www.ema-eda.com](http://www.ema-eda.com)), one of the world's largest Electronic Design Automation Value Added Resellers, today announced the availability of version

4.1 of the EMA Component Information Portal™ (CIP), providing access to the Mouser Electronics parts database through Cadence® OrCAD® Capture CIS. Mouser Electronics ([www.mouser.com](http://www.mouser.com)), a wholly-owned subsidiary of Berkshire Hathaway, Inc., is one of the industry's fastest growing global catalog and online semiconductor and electronic component distributors. "Mouser Electronics is a popular component supplier among our

OrCAD customers," said Manny Marciano, president and CEO of EMA Design Automation. "Now they have a direct download capability available for Mouser component information and pricing, avoiding the problems typical when using manual methods to populate the engineering database.



“Mouser prides itself on ensuring users have access to the newest parts and most up to date data as soon as it is available,” said Kevin Hess, Vice President Technical Marketing at Mouser Electronics. “Having current part information like this in the engineers’ design environment improves our goal of providing a time-to-market advantage and the benefit of designing with the latest technologies.”

For more information about the Component Information Portal, visit [www.ema-eda.com/CIP](http://www.ema-eda.com/CIP) or call 800-813-7494. Learn how to get current and accurate distributor part data onto the design desktop, manage your CIS database, and ensure a shorter design cycle.

### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues per year providing designers with up-to-date data on the components now available for the next generation of electronic devices.

Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

### **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](http://www.ema-eda.com) for more information.

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