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EMA Brings Intelligent Placement and Re-use Capabilities to Cadence OrCAD PCB Designers

Rochester, NY (September 15, 2009) – EMA Design Automation™ (www.ema-eda.com), one of the world's largest Electronic Design Automation Value Added Resellers, today announced new packaging and pricing for its CircuitSpace® product. CircuitSpace provides designers an intelligent placement and re-use solution that eliminates repetitive, manual placement tasks shaving weeks off of the design cycle. “CircuitSpace was originally intended for those PCB designers creating the largest and most complex boards,” said Manny Marcano, president and CEO of EMA. “However, we have found that a broad range of our customers can benefit from these capabilities almost without regard to board size and complexity. By changing the packaging and lowering the price point, we are enabling mainstream PCB designers using either Cadence® OrCAD® or Allegro® PCB design solutions to work smarter and get their products to market faster.”

CircuitSpace enables PCB designers to leverage work done on similar circuits and focus on functionality level placement, resulting in faster design closure and fewer chances of error. The flexibility built into the re-use and replication capabilities, which doesn't exist in other solutions, enables users to fully leverage their design IP even if there are differences between the source and target circuit. This level of flexibility allows customers to gain all the benefits of design re-use without the need to change

their design process to meet the rigid requirements of their tools. CircuitSpace contains patented algorithms to enable this type of design methodology.

Pricing for CircuitSpace from EMA now starts at \$2,400 for a one-year license. For more information about CircuitSpace, visit www.ema-eda.com. Or, to learn more about the new CircuitSpace packaging and pricing, call an EMA sales representative at 800-813-7494.

About EMA Design Automation, Inc.

EMA Design Automation offers leading product development solutions including a complete range of product lifecycle management systems, electrical CAD tools, consulting services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America. EMA manufactures the Component Information Portal™, 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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