

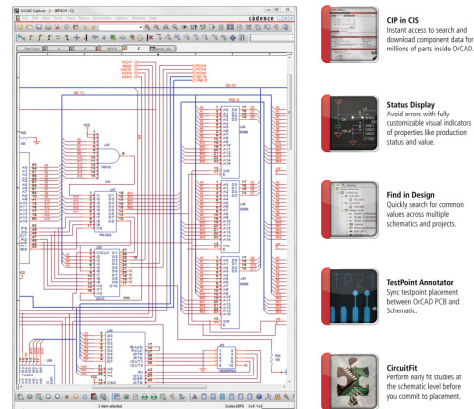
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EMA Releases Five Apps for OrCAD Capture Marketplace Launch

Rochester, NY (September 21, 2011) – EMA Design Automation™ (www.ema-eda.com), a full-service provider of mechanical and electrical CAD tools, today

announced the release of five PCB design productivity applications (apps) to be available inside the Cadence® Design Systems OrCAD® Capture Marketplace. The marketplace includes a store where OrCAD users worldwide can download free and paid apps to add functionality and customize their OrCAD products. “The marketplace provides an incredible opportunity for Cadence channel partners and others to provide additional functionality or customized capabilities to the entire OrCAD community,” said Manny Marcano, president and CEO of EMA. “We now have the ability to provide pieces of our existing technology in small, affordable apps, allowing our customers to customize their tools based on their needs.”



EMA has several products that work in conjunction with or in support of the OrCAD flow, and some of the apps have been derived from this body of code. The new CircuitFit app is derived from EMA’s CircuitSpace product and allows the design engineer to perform early fit analysis at the schematic level prior to committing the design to placement and layout. Getting this information early in the design phase

allows engineers to make design decisions that trade off component selection and cost versus PCB real estate.

The new app, CIP in CIS, allows OrCAD users to access EMA's popular Component Information Portal (CIP) software inside OrCAD Capture CIS. This free app allows the designer to stay inside the schematic environment for all component sourcing requirements.

Three other apps all came directly from customized code written to satisfy specific customer needs. Now with OrCAD Capture Marketplace, these time saving apps are available to all OrCAD users. Test Point Annotator will sync up test points between the OrCAD PCB and the schematic. Status Display will provide visual indicators of properties adding another level of error checking or general information. Find in Design will quickly search for common values across multiple schematics and projects, making it easy to find all designs using a newly obsolete part, for instance.

“EMA is one of several Cadence Channel Partners that are putting new features and innovative technology into the OrCAD Capture Marketplace,” said Josh Moore, director of product marketing for the OrCAD product line. “These apps offer additional functionality to our PCB design customers, and the nice part is that they don't have to wait until the next OrCAD release to get the new capabilities.”

For more information on these new EMA apps and information on how to get them into your OrCAD design environment, visit us at www.ema-eda.com/orcadapps 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

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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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