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EMA Strengthens RoHS Compliance Design Methodology with the Integration of PTC InterComm

*InterComm is a powerful, yet simple tool to strengthen
design collaboration and review.*

Rochester, NY – September 13, 2005 – EMA Design Automation™, a full-service provider of Electronic Design Automation (EDA) solutions, today announced that it has added PTC® InterComm™, a suite of electronic design communication and collaboration products, to its set of design tools. This enables any product design team to hold much more accurate and in-depth design reviews, while streamlining the process. These tools are especially helpful with distributed design teams or companies with heterogeneous design environments. “InterComm is an integral part of the design methodology we use to solve the RoHS problem,” said Manny Marcano, president of EMA Design Automation. “With InterComm, we enable the entire product team to review designs for compliance, rather than just the CAD tool users.”

InterComm is an Electronic Design Communications product that uses the Internet to address the problem of sharing complex design data in a simple way. With InterComm, anyone can view EDA designs created in different environments, including schematic, printed circuit board (PCB), and bill of materials (BOM) data, with a very simple to use tool. This eliminates the need to learn complex CAD

software or create other forms of output viewable by people outside of engineering. Viewers can query intelligent design data and add comments or red-line changes that can be sent back to the EDA user electronically. Using InterComm further guarantees that only the EDA user can change the actual design files.

EMA's RoHS compliance strategy revolves around the concept of getting RoHS hazardous material content into the component database so that it is available at design time. By incorporating InterComm into EMA's RoHS compliance design methodology, EMA has given compliance visibility to all members in the design team. This can be especially helpful for compliance review of existing designs. Adding RoHS compliance data to the design allows operations or manufacturing to use InterComm to check for non-compliant components. Likewise, changes made in manufacturing for compliance reasons can be quickly reviewed by the design team using InterComm's design compare capability.

"We are very excited to have EMA Design Automation as a nationwide reseller of PTC's InterComm visualization and collaboration products," said David Castine, worldwide channel manager-EDA products at PTC. "We look forward to working with EMA to promote our technology in this emerging market."

InterComm is available now from EMA starting at \$1,995, depending on the configuration. More information on InterComm is available at www.ema-eda.com.

About EMA Design Automation, Inc.

EMA Design Automation, Inc. is a full-service provider of Electronic Design Automation (EDA) solutions including software tools, consulting services, product training, and technical support for the entire PCB design process. EMA was founded in 1989 and has been a Cadence® distributor since 1998. Staffed with experienced engineers, EMA offers EDA design solutions tailored to the needs of

each individual customer. 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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