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**OrCAD Market Reach Expanded  
With Additional Allegro Technology**

Rochester, NY (February 9, 2010) – 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 some changes to the part number schema with the new Cadence® Design Systems Allegro® and OrCAD® 16.3 release. These changes enhance the breadth of technology available in the OrCAD product family and include performance options that were previously only available as Allegro part numbers.

“The primary goal in expanding the OrCAD product family is to enhance the customer experience from point of sale through installation and support,” said Manny Marcano, president and CEO of EMA Design Automation. “By streamlining the purchasing process with the new part numbers, customers can choose a single source for technology, technical support, fulfillment, licensing, and training.”

With the changes in release 16.3, customers can use a single license file from EMA for installation and updates, eliminating the need to request licenses from both EMA and Cadence. They will also receive hard copy media for all new product releases with one dedicated URL for downloads. Technical support and training for all OrCAD products and the OrCAD products with Allegro functionality are provided by EMA's experienced technical team.

“Cadence is sharpening its focus on OrCAD and EMA has been selling OrCAD for over ten years,” said Josh Moore, senior product marketing manager – OrCAD PCB Solution at

Cadence Design Systems. “Working with EMA to concentrate their energy with the new OrCAD technology will clearly provide tremendous value to the marketplace.”

For more information about EMA and its PCB and FPGA design solutions, visit [www.ema-eda.com](http://www.ema-eda.com) or call 800-813-7494.

### **About EMA Design Automation, Inc.**

EMA Design Automation offers leading product development solutions including electrical CAD tools, mechanical CAD tools, a complete range of product lifecycle management systems, consulting 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™, 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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