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EMA TimingDesigner Goes Global With First International VAR - ALS Design

Rochester, NY (April 17, 2007) – EMA Design Automation™, a full-service provider of Electronic Design Automation (EDA) solutions, today announced that it has contracted with ALS Design in France as the first international VAR to sell EMA TimingDesigner®. “We are selling TimingDesigner direct in North America and will sell through a network of VARs internationally,” said Manny Marcano, President and CEO of EMA. “This allows us to expand into the international markets for our products, the first of which is TimingDesigner.”

ALS Design is the market leader in France for EDA solutions and the provider of high-performance training services. ALS Design leverages its twenty years of experience to provide total solutions for mission-critical applications to over 20,500 users who benefit from its customer service department’s years of experience. This has resulted in the company’s reputation for the best and most open EDA hotline and integration support as well as a comprehensive training for unique complicated applications.

“Because we have both been Cadence VARs for a number of years, we have seen the solid relationships ALS Design builds with its customers, which is in line with our business philosophy,” said Marcano. “In looking for international VARs for TimingDesigner, it became clear that this was the perfect opportunity to expand our relationship.”

TimingDesigner is the interactive timing analysis tool users trust to deliver fast and accurate results for timing critical designs. It is ideal for high-speed, multi-frequency designs where it is essential to accurately model and analyze signal relationships between devices on a board or between embedded functions on an ASIC or programmable IC. TimingDesigner can evaluate comprehensive sets of timing alternatives and provide direction to the most complex of timing challenges, enabling designers to manage and monitor timing margins through the design process.

“Many of our customers are designing increasingly larger, more complex, and higher speed digital designs,” said Bruno Mouneimne, President of ALS Design. “As these designs grow, timing issues become a bigger problem causing design re-spins and slower time-to-market. With TimingDesigner, our customers can quickly obtain complete timing margin analyses addressing the factors that can ultimately affect the success of their designs.”

For additional information, visit www.ema-eda.com or call EMA at 800-813-7494. In France, visit www.alsdesign.fr or call ALS at +33 1 70 91 67 20.

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, environmental compliance solutions, product training, and technical support for the entire PCB and custom integrated circuit design process. EMA was founded in 1989. EMA is a Cadence® Channel Partner 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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