



FOR IMMEDIATE RELEASE

Contact Information:

EMA Design Automation
Janet Roberts
949-443-1695
Janet@GJRoberts.com

EMA and DesignAdvance Introduce Free CircuitSpace ROI Calculator

*Tool Builds Financial Case for CircuitSpace
Customers Who Are Realizing Up To 5X Returns within the First Year*

Rochester, NY (October 24, 2007) – EMA Design Automation™ (www.ema-eda.com), a full-service provider of Electronic Design Automation (EDA) solutions, and DesignAdvance™, a leading developer of innovative electronic design automation software, today introduced a free Return on Investment (ROI) calculator for the award winning CircuitSpace™ printed circuit board (PCB) design software. The calculator helps customers easily quantify the time and cost benefits to expect using CircuitSpace.

Customers have achieved up to 5X returns (2.5 months) on their investment within the first year of using CircuitSpace. Designers reduce board layout and placement time from weeks-to-minutes through CircuitSpace's patented AutoClustering™ technology, intelligent design (IP) reuse, and replication. Reductions in PCB design time have a direct impact on time-to-market for new products, which directly correlates to profitability.

“We were impressed with the productivity gains our designers could achieve with CircuitSpace,” said Bob Brady, Senior Manager of Engineering Infrastructure at RadiSys Corporation (Nasdaq: RSYS), a leading provider of advanced solutions

for the communications networking and commercial systems markets. “We purchased CircuitSpace, and have already realized substantial savings in our design time.”

“Measuring return on investment can be a difficult task,” said Manny Marcano, President and CEO of EMA, a full-service provider of Electronic Design Automation (EDA) solutions. “The ROI calculator allows you to enter your own data and automatically calculate the time and cost benefits of CircuitSpace.”

The ROI calculator is available on the EMA website, www.ema-eda.com/roi. Users enter their PCB design information by completing a short form and the calculator automatically generates a summary of the time and cost savings.

About CircuitSpace

CircuitSpace implements a hierarchical approach to printed circuit board design through enhanced autoclustering, intelligent design reuse, and replication technologies. CircuitSpace is seamlessly integrated into existing design flow methodologies.

CircuitSpace also expedites the design process through the use of template generation for global library usage across divisions, template usage with and without etch, automated layout reference designator propagation, and automated change report between layout designs.

About DesignAdvance Systems, Inc.

DesignAdvance Systems Inc. develops innovative electronic design software tools that reduce the amount of time it takes to design electrical and mechanical products. Corporate headquarters are located in Pittsburgh, Pennsylvania. For more information see www.designadvance.com.

DesignAdvance is a member of the Cadence Connections program.

About EMA Design Automation, Inc.

EMA Design Automation is a full-service provider of Electronic Design Automation (EDA) solutions including a complete range of software tools, consulting services, product training, and technical support for the entire PCB and custom integrated circuit design process. EMA is a Cadence® Channel Partner serving all of North America and has been a Cadence distributor since 1998. EMA manufactures TimingDesigner®, a static timing analysis solution, and distributes it globally through a worldwide network of value added resellers. EMA is a privately held corporation headquartered in Rochester, New York. Visit EMA at <http://www.ema-eda.com> for more information.

EMA Design Automation is a trademark and TimingDesigner is a registered trademark of EMA Design Automation, Inc.
Cadence is a registered trademark of Cadence Design Systems, Inc.
CircuitSpace and AutoClustering are trademarks of DesignAdvance Systems, Inc.
All other trademarks in this release are the property of their respective owners.

###