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### **EMA Brings Digi-Key Part Information into Cadence OrCAD Capture CIS**

*Over One Million Orderable Parts on the Design Desktop  
Allow Engineers to Design with Confidence.*

Rochester, NY (July 1, 2008) – 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 that Cadence® Design Systems' OrCAD® Capture CIS customers now have access to the wealth of engineering data offered in the Digi-Key® part database. "Bringing Digi-Key data into the OrCAD environment means our customers have over one million orderable parts on the design desktop and available during part selection," said Manny Marcano, president and CEO of EMA Design Automation. "Not only does this give them accurate information at their fingertips, but it streamlines the purchasing process by providing correct part numbers as part of the design engineering process."

In today's competitive environment where time to market is critical and electronic products have shorter life spans, companies must streamline their entire product development process. Placing parts on the design directly from Digi-Key greatly reduces the chance of costly re-spins due to wrong, obsolete, or non-compliant parts, and it reduces the administrative overhead involved in validating new part requests. Having the cost information available also assists in monitoring product production costs and therefore profitability.

The Digi-Key part database provides a number of benefits to both design engineers and companies in general.

- Parts can be ordered online 24/7 and received the next day
- Digi-Key is a reliable source of parts that companies trust
- All parametric data, RoHS compliance status, and mechanical dimensions are available
- Pricing and in-stock quantity information helps control costs and ensures part availability
- Industry surveys consistently show Digi-Key #1 for “Breadth of Product” offered and “Availability of Product”

“At Digi-Key, we take pride in finding new ways to provide the best service possible,” said Mark Larson, president and COO at Digi-Key. “Building on our success of having the number one website in our industry, we decided to make our web data available so that EMA could get our parts in front of engineers at the point of part selection. We think that this is unique in the industry and a significant step towards changing the way companies select parts for their products.”

EMA integrated the Digi-Key database into OrCAD Capture CIS by creating the EMA Component Information Portal (CIP). CIP is a web-based solution that can be deployed enterprise-wide, providing access to the Component Information System (CIS) behind OrCAD Capture CIS. CIP provides Engineering and Procurement with a more effective way to update the CIS database. CIP provides a user interface for users to provide new part requests and modifications for corporate approval. With the addition of the Digi-Key interface, those new part requests can now come directly from Digi-Key along with all related part information. Furthermore, EMA also offers an enterprise integration, allowing the CIS database to hold data from external systems such as ERP, MRP, PLM, and PDM. CIP becomes an easy to use, single source that combines engineering data with enterprise information.

“We’re excited to have Digi-Key data available in our OrCAD schematics,” said Bruce Thivierge, manager, drafting and design services at Canberra Industries. “Having access to part cost information on the engineer’s desktop allows us to do cost roll-ups, especially for prototyping purposes. With the availability of Digi-Key part numbers and quantity on hand information, we can be confident at design time that our purchasing department will order correct parts that are immediately available. This saves time and reduces the possibility for errors.”

For more information about EMA and the solutions they offer, go to [www.ema-eda.com/Digi-Key](http://www.ema-eda.com/Digi-Key) or call 800-813-7494.

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

EMA Design Automation offers leading product development solutions including a complete range of product lifecycle management systems, electrical CAD tools, mechanical CAD tools, consulting services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America and a PTC Partner addressing the product development needs of companies globally. EMA manufactures TimingDesigner®, a static timing analysis solution, and distributes it 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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