



FOR IMMEDIATE RELEASE

Contact Information:

Janet Roberts  
EMA Design Automation  
949-443-1695  
[Janet@GJRoberts.com](mailto:Janet@GJRoberts.com)

### **EMA Offers PCNAlert Service for Efficient Part Change Notification**

*You get critical component information pushed to your desktop!*

Rochester, NY (October 3, 2006) – EMA Design Automation™, a full-service provider of Electronic Design Automation (EDA) solutions, today announced the availability products and services provided by PCNAlert® for component event management allowing customers to receive manufacturers' part change notices in a timely fashion.

“One of the problems design engineers face today is designing in parts that are, or soon will soon become, obsolete,” said Manny Marcano, President and CEO of EMA. “To avoid that, engineers need to wade through a sea of part change notifications from the various manufacturers and vendors, looking for end-of-life notifications for parts in their design. Manual processes for this can be very time consuming and error prone. These services that we now offer allow our customers to quickly find the key information they need so that they can avoid these and other types of supply chain problems that result in costly redesigns during the manufacturing phase.”

A key factor in managing your supply chain is understanding whether or not you are getting change notices from the manufacturers of your components. PCNAlert ranks the manufacturers based on the manufacturer's notification process. With this ranking, design engineers and procurement groups can

assess the risk of using parts from a particular manufacturer. Most proactive suppliers provide PCNAlert part change notifications as soon as they are issued. For those that do not, PCNAlert checks the manufacturers' websites daily looking for posted notices, while at the same time building relationships with these manufacturers.

Included in the PCNAlert products and services that are now offered by EMA are:

### **AVLAlert™ - Component Event Monitoring**

AVLAlert monitors Approved Vendor Lists (AVLs)/Approved Manufacturer Lists (AMLs) for Product Change Notifications (PCNs) and End of Life (EOL) Notices from PCNAlert's daily updated PCN and EOL database. Summary information is sent via email on a daily basis enabling users to drill into the details of their parts affected, as well as the ability view and review the manufacturer's original documentation before making downstream decisions. Customers have provided PCNAlert with 10 million part numbers for daily PCN and Part EOL notification monitoring.

### **BOMverifier – Automatic On Demand BOM and Parts List Scrubbing**

BOMverifier brings together all of the critical component information that impacts the user's parts list or BOM in one easy to use application. Product Change Notifications, End of Life notices, cleansed part numbers, cleansed supplier names, datasheets, lifecycle data, RoHS compliance documents, suggested cross references, and component environmental information are automatically returned in minutes. BOMverifier provides the decision support information that enables users to spend their time making choices instead of collecting data.

“With Original Equipment Manufacturers increasingly plagued with a high rate of industry change at the component level, especially with RoHS and other environmental compliance regulations driving change through the supply chain, companies need to manage the components in their design much more closely,”

said Cliff Frescura, CEO of PCNAlert. “They can no longer rely on manual or ad hoc methods to find, evaluate, track, and react to part change notifications.”

For additional information, visit [www.ema-eda.com](http://www.ema-eda.com) or call EMA at 800-813-7494.

### **About PCNAlert**

PCNAlert is the premier provider of Component Event Management solutions for the electronic supply chain, as well as real-time component information such as End of Life Notices (EOLs), Product Change Notices (PCNs), RoHS Compliance Data, and other critical component data. Established in 1998 and headquartered in Pasadena, California, the company provides solutions for Original Equipment Manufacturers (OEMs), Electronics Manufacturing Service providers (EMSEs), and Electronic Component Manufacturers (ECMs) in the medical, aerospace and defense, communications, test and measurement, networking, computer hardware, and automotive industries. For more information, please visit [www.PCNAlert.com](http://www.PCNAlert.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, 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](http://www.ema-eda.com) for more information.

# # #

EMA Design Automation is a trademark of EMA Design Automation, Inc.  
PCNAlert is a registered trademark of SupplyEdge.  
Cadence is a registered trademark of Cadence Design Systems, Inc.  
All other trademarks in this release are the property of their respective owners.