

## For Immediate Release

### **Mouser Electronics Integrated into CIP for Cadence® OrCAD® Capture CIS**

**Mansfield, Texas, USA – April 11, 2011 –** [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top global engineering design resource for semiconductors and electronic components, announces that its component database is available through EMA's Component Information Portal™ (CIP) for design engineers using Cadence® OrCAD® Capture CIS. EMA Design Automation™ is one of the world's largest electronic design automation value-added resellers.

EMA's enhanced CIP provides direct download of Mouser part information onto the engineering desktop for fast, intuitive OrCAD schematic editing, as well as advanced features for management of projects, BOM, and component data. For more information, visit [www.ema-eda.com/CIP](http://www.ema-eda.com/CIP) or call 800-813-7494.

"Mouser Electronics is a popular component supplier among our OrCAD customers," said Manny Marcano, president and CEO of EMA Design Automation. "Now they have a direct download capability available for Mouser component information and pricing, avoiding the problems typical when using manual methods to populate the engineering database."

"Mouser prides itself on ensuring users have access to the newest parts and to the most complete, accurate, up-to-date data as soon as it is available," said Kevin Hess, Mouser's Vice President Technical Marketing. "Having this information within the engineer's design environment gives EMA's customers a time-to-market advantage along with the benefit of designing with the latest technologies."

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches nearly 7 million products to locate over 1.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

-- continued --

### **About Mouser**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogues per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

### **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, consulting services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America. 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 a [www.ema-eda.com](http://www.ema-eda.com) for more information.

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

- 30 -

Further information, contact:  
Kevin Hess, Mouser Electronics, Inc.  
Vice President Technical Marketing  
(817) 804-3833  
[Kevin.hess@mouser.com](mailto:Kevin.hess@mouser.com)

For press inquiries, contact:  
Kelly DeGarmo, Mouser Electronics  
Corporate Communications/Media Relations Manager  
+ 817-804-7764  
[kelly.degarmo@mouser.com](mailto:kelly.degarmo@mouser.com)