

Premier Farnell and Embest bring EAGLE CAD software to China

8 March 2011, London - Premier Farnell plc announces CadSoft GmbH, a trading division of Premier Farnell, has partnered with Embest to jointly launch CadSoft's EAGLE, the award winning software and the best selling Computer-aided Design (CAD) tool of its kind now available for use in the Chinese market. This global, tried and tested software will help Chinese engineers develop CADs using the latest technology, helping them to improve product designs, efficiency and time to market. The Chinese version of EAGLE automatically installs Mandarin versions of the manual, as well as a tutorial on computers where it is the default language.

EAGLE offers user-friendly, powerful and affordable solutions for Printed Circuit Board (PCB) design, including three embedded modules in a single user interface: Schematic Capture, Board Layout and Autorouter. Electronic design engineers do not need to convert netlists between schematics and layouts, and with access to element14's product information, EAGLE's DesignLink capability streamlines workflow process by allowing design engineers instant access to over 400,000 orderable parts without having to leave the EAGLE design environment.

Through this strategic partnership, the EAGLE software is now available for the Chinese market from element14, an innovative technology eCommunity for EDEs, bringing Web 2.0 to engineers, along with over 10,000 technical documents and software tools. Customers can download the EAGLE software directly from the element14 website.

"The EAGLE software has a rich interface with strong capabilities for EDA design, and its design has evolved to be more humanised and simple with a gentle learning curve," said Zhang Guorui, Assistant General Manager at Embest. "Embest is pleased to offer the EAGLE software to the design engineering community, and is confident of the prospects of the EAGLE software in the Chinese market."

"We are excited to partner with Embest, it has always been our vision to provide electronic engineers all around the world with cutting-edge schematic and PCB design tools that offer the best performance-price ratio," said Thomas Liratsch, Managing Director of CadSoft Computer GmbH. "Today, we are bringing EAGLE into China, to allow Chinese electronic engineers to enjoy the most advanced PCB design tool. Moving forward, CadSoft will continue to upgrade and improve its software capabilities based on the needs of our Chinese customers to support the rapid development of China's electronic design industry."

"We are committed to meeting the needs of electronic design engineers globally, empowering them in their daily work to create world class designs," said David Shen, Group Senior Vice President and Global Head of Technical Marketing at Premier Farnell. "PCB design software is an essential tool for all design engineers

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during their product development cycle, and we believe Embest's extensive experience in integrated hardware and software development will enable element14 to support design engineers across China with EAGLE software."

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