

---

## PRESS RELEASE

# No Magic Expands and Strengthens its Cameo Suite with Major New Product Releases

No Magic Inc., releases MagicDraw 16.8 as well as its business process and architecture modeling products now fully compliant with the UML® 2.3 and BPMN 2.0.

**Plano, TX, April 26, 2010** - No Magic, Inc., the leading global provider of integrated modeling software and services, today announced the general availability release of MagicDraw® 16.8, as well as version 16.8 releases for Cameo Business Modeler, Cameo Data Modeler, SysML plug-in, UPDM plug-in, and Cameo MDA 16.8. The company also announced the release of the Cameo Simulation Toolkit (Alpha release).

MagicDraw® version 16.8 adds full support for Unified Modeling Language (UML®) version 2.3, as approved by the Object Management Group (OMG). Additionally, the new version introduces a traceability feature, Relation Map diagram, FlexNet license server from Flexera, as well as improvements in the areas of usability, model merge, Domain-Specific Language (DSL), report wizard and Teamwork Server.

“We make significant product investments to provide the best products in our space,” said Gary Duncanson, President and Chief Executive Officer of No Magic, Inc. and member of OMG’s Executive Board of Directors. “This major new 16.8 release showcases our ongoing new product innovation while offering customers a great experience with our products. I am particularly pleased with our new BPMN 2.0 visualization in Cameo Business Modeler. It is by far the best visualization of BPMN on the market,” added Mr. Duncanson.

MagicDraw 16.8 offers users enhanced model analysis capabilities including traceability. In addition, the new version allows users to validate system functionality, check artifacts coverage and completeness, and bridge the gap between levels of abstraction. The Relation Map diagram enables customers to rapidly review and analyze relations between the elements of the entire model allowing users to observe traceability from requirements to implementation through different levels of abstraction. The Relation Map diagram will be very useful, especially for our new Ontology plug-in coming soon, as well as with any other modeling MagicDraw supports.

Cameo Business Modeler plug-in for MagicDraw provides support for the BPMN 2.0 profile, diagrams, user perspectives, usability features for BPMN modeling, manual, samples, and import from BPMN 1.1 models that were created with MagicDraw. All four BPMN 2.0 diagrams are supported to the latest OMG standard.

Cameo Data Modeler plug-in 16.8 for MagicDraw brings multiple improvements to transformations, including transformations of UML data models into Generic DDL or Oracle DDL data models. This version supports the transformation of logical (ER) data models into physical (DDL) data models.

The updated SysML plug-in is now based on the new OMG SysML 1.2 specification just released. As MagicDraw 16.8 introduces UML 2.3 specification support, SysML 16.8 plug-in supports the latest SysML 1.2/UML 2.3 specification including changes of Conjugated Flow Ports metamodel and notation.

The release of the UPDM version 16.8 for MagicDraw adds the BPMN 2.0 integration, new reports in a spreadsheet format, DoD IT Standards Registry (DISR) and Universal Joint Task List (UJTL) libraries, along with other improvements.

The Cameo MDA 16.8 (Cameo Model Driven Architecture) is a MagicDraw plug-in that provides a user interface to run the Open Source MDA tool called openArchitectureWare (oAW) workflow directly within MagicDraw. The plug-in also provides the oAW Code generation template to generate code from Class and State Machine diagrams to Java, which can be reused and customized. With Cameo MDA you can add code generation for any languages and transform your model.

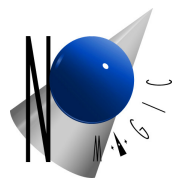
Cameo Simulation Toolkit (Alpha Release) - With the release of the Alpha Cameo Simulation Toolkit, No Magic has the distinction of being the first vendor to release a discrete event simulation capability for a commercial modelling tool based on FUML & SCXML. This achievement is important because the semantics for this simulation comes from the standards — i.e., OMG's Semantics of a Foundational Subset for Executable UML Models (**FUML**) and W3C's State Chart XML (SCXML), and not based on a particular tool's proprietary solution. The Framework of the Cameo Simulation Toolkit is very flexible and allows for open source and commercial execution engines to be interchangeable. Multiple systems can run separate external programs or scripts, listen for events, and trigger events between separate systems. Model level execution includes the ability to set breakpoints, examine data values, watch values, and assign values.

### **About No Magic, Inc.**

One of the most respected providers of standards-compliant architecture and business modeling offerings in the industry celebrates its 11th year anniversary of its product line this year. The Cameo™ Suite supports the full enterprise application life-cycle from business requirements/planning through and including final testing with award-winning, OMG® standards-compliant products that efficiently model your organizational structure, business processes, compliance, applications, information and technology. MagicDraw® supports multiple domain-specific models based on UML including: BPMN, SysML, DoDAF/UPDM, MDD, SOA, unit testing, data modeling and more. Professional services include training, consulting, custom applications and MagicDraw® product customizations such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

Founded in 1995, No Magic, Inc. is headquartered in Plano, Texas with operations worldwide. More information can be found by visiting <http://www.nomagic.com>.

### **Additional Information**



Raymond Hertz  
No Magic, Inc.  
Corporate Headquarters  
7304 Alma Drive, Suite 600  
Plano, TX 75025, USA  
Phone: +1-214-291-9100  
Fax: +1-214-291-9099

###

All product and company names herein are trademarks of their respective owners.