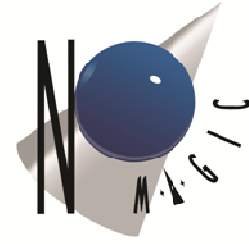**CoFluent Design**
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FOR IMMEDIATE RELEASE
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CoFluent Design and No Magic Deliver
The World's First Industrial Grade UML To SystemC Solution
For Multicore System Simulation

The combination of MagicDraw UML Modeler and CoFluent Studio SystemC-based simulation environment offers an integrated solution for executing use cases and analyzing the performance of multicore real-time embedded systems

Paris, France and Plano, Texas – FEBRUARY 17, 2010 – CoFluent Design™, a leading Electronic System Level (ESL) company that provides system-level modeling and simulation to accelerate innovation in embedded devices, and No Magic, Inc., the leading global provider of integrated modeling software and services, today announced that they have initiated a partnership agreement to integrate the MagicDraw UML (Unified Modeling Language) modeler with the CoFluent Studio embedded system modeling and SystemC-based simulation environment.

In a separate press release, CoFluent Design has announced the development of the CoFluent methodology for UML. By combining No Magic's SysML (System Modeling Language) and MARTE (Modeling and Analysis for Real-Time and Embedded Systems) profile, the methodology allows designers of embedded systems and chips to describe in a comprehensive way models of real-time embedded applications and use cases, and represent their execution on multiprocessor/multicore platforms.

MagicDraw offers support for the CoFluent methodology through a dedicated plug-in option. With this optional product addition, CoFluent Studio users can choose UML as their modeling language and import MagicDraw projects. They can also integrate MagicDraw into CoFluent Studio as an Eclipse plug-in for using a unified modeling and simulation environment. CoFluent Studio converts UML models into executable SystemC code. As the generated SystemC code is instrumented, execution traces can be analyzed with CoFluent Studio monitoring tools, so designers can predict the behavior, and the real-time performance properties of their embedded

system models.

"By adopting No Magic's SysML and MARTE, CoFluent Design offers the UML community a way to execute their embedded system models and predict their behavior and performance," said Stéphane Leclercq, Chief Executive Officer of CoFluent Design. "Our collaboration with No Magic, driven by a major actor in the mobile terminal market, was natural as our offerings and expertise domains are complementary. We are really excited about paving a new way in the embedded industry with a leading UML modeling tool provider like No Magic," added Stéphane Leclercq.

"The embedded systems industry has always been important to No Magic, and by partnering with CoFluent, we're able to enhance productivity by bringing a more structured and repeatable design process to the embedded community, which was previously missing from industry solutions," said Gary Duncanson, CEO of No Magic, Inc. "Our partnership with CoFluent Design is a win-win proposition, because our technologies enhance one another; they serve the same customer and prospect base; and our business philosophies are well-aligned. We're looking forward to a long and prosperous partnership together."

A white paper describing the CoFluent methodology for UML is freely available for download from CoFluent Design's website. CoFluent Studio version 3.2 with support for MagicDraw 16.5 and 16.6 is already in beta test with customers, and is expected to be generally available by April of this year. CoFluent Design customers can add MagicDraw and the required plug-ins, and MagicDraw customers can purchase CoFluent Studio and plug-ins. CoFluent Studio and MagicDraw can be used as separate environments or as a single integrated environment. Commercial bundles of both products are also available from CoFluent Design and No Magic.

CoFluent Design will exhibit at Embedded World 2010 in Nuremberg, Germany, on March 2-4, 2010, where a pre-release of the CoFluent Studio-MagicDraw integration will be demonstrated. CoFluent Design will also exhibit at the ESC (Embedded Systems Conference) Silicon Valley in San Jose, California, on April 26-29, 2010.

About CoFluent Design
CoFluent Design™ provides system-level modeling and simulation tools for executing use cases and analyzing performance of embedded devices and chips. CoFluent Studio™ generates SystemC transactional models from UML diagrams and standard C that describe complex multi-OS, multicore embedded systems. CoFluent Reader™ enables efficient exchange of executable specifications with all project stakeholders and contractors.

CoFluent is used throughout the product development lifecycle for:
- **Innovation**: capturing with minimal effort the design intent in reusable models that mix new features and legacy, allowing for early patent application
- **Optimization**: finding the optimal architecture and power efficiency through design space exploration free of the full hardware/software code
- **Validation**: defining use case scenarios for validating the real-time behavior, predicting performance and generating test cases for implementation

For further details please visit: http://www.cofluentdesign.com or send an email to info@cofluentdesign.com.

About No Magic, Inc.
No Magic, a leading provider of business process and architecture modeling software with its MagicDraw® product line, supports the full life-cycle from the requirement and planning process through final testing with award-winning, OMG standards-compliant software that quickly

architects and models your organizational structure, business processes, applications, information, and technology. MagicDraw® supports multiple domain-specific models including UML®, BPMN, SysML, DoDAF/MODAF/UPDM, MDA, unit testing, data modeling and more. Service offerings include training, consulting, and custom applications, and product customization for any part of the MagicDraw® suite of tools 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. Further information on No Magic can be found at www.nomagic.com.

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