

Making the switch

Top 10 reasons to move to Altium Designer now!

1. Get a single, cost-effective, fully-featured electronics design solution...

Altium Designer is the world's first and only unified electronics design system that lets you take a design from concept to completion in a single, fully-featured application.

So what does that mean?

- > You get all the technology you need right out of the box – no hidden high-cost extras to purchase. All the design capabilities, all the IP, all the design possibilities are yours.
- > You don't need to buy and integrate numerous expensive add-ons in order to make up a complete solution.
- > You're free to rapidly explore design concepts, new devices and technologies, move smoothly from concept to board design and manufacture, and integrate design easily with your wider organisational systems.

That's what you get when you get Altium Designer.

2. Get the highest return on your investment...

To put it simply, Altium Designer delivers the highest ROI of any electronics design software and we're not exaggerating!

Every step in the design system lifecycle is made as easy as possible so that you can focus on design innovation and developing next generation electronic products, rather than wasting time getting some combination of point tools and add-ons talking to each other enough to do the job.

We lower your total costs of ownership right from the initial software purchase, providing affordable solutions that are easy to deploy on low-cost hardware infrastructure. We maximize your ROI through a range of competitive and flexible upgrades, software assurance, training and support programs that help you get up, and stay up, to speed quickly and cost-effectively.

And, more than any other vendor, we have a proven track record in continually investing in and delivering new technology, with a major release every six months that extend your design capabilities, keep you productive, and enable you to get the most from your design tool investment.

So how's that for ROI?



3. Get unified...

Altium is forging new territory by unifying the different design disciplines involved in electronics product development – the design of the hardware, the programmable hardware and the embedded software – and bringing these disciplines together in a single 'concept-to-manufacture' development environment. But why should you care?

For a start, you get a single unified model of your design and design data. That means you can work more closely with mechanical engineers, production engineers and software developers to streamline the entire end-to-end electronics design flow. You'll not only save heaps of time, you'll also be able to do hardware/software/programmable hardware design in parallel and reduce the time necessary to move from design to production. This all translates into easier design concept exploration, faster development cycles and better design flows, saving you time and money. Now that's something we can all use!

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4. Get innovative...

Altium Designer changes the way you can create and develop electronics products. You and all electronics engineers, designers and developers will be able to harness the full potential of the latest generation of programmable devices to create smarter products in shorter time-frames.

Don't have extensive FPGA design knowledge or HDL expertise? No problem! Unlike conventional tools that treat the design of electronics as a series of separate design processes, Altium Designer unifies the design of the hardware, programmable hardware and the development of the embedded software. This enables you to design at a much higher-level of abstraction. You can harness your existing design skills in new ways, ways that leave you free to focus on concept exploration and adding 'embedded intelligence' into your applications to create more innovative electronic products. With Altium Designer you can focus on creating the critical functionality first. That leads to more creative design solutions.

5. Get into 'soft' design...

The key for remaining competitive and innovative in a global business environment lies in effectively harnessing the greater freedoms, flexibilities and cost reductions in electronic design flows offered by programmable design technologies.

Altium Designer lets you easily move functionality off the PCB and into the programmable hardware realm – all without the need for extensive HDL knowledge or FPGA expertise. Whether it's your board-level designer, a system designer or an embedded

developer, you now have easy access to the benefits of 'soft' system design – benefits that are key to remaining innovative and competitive in a fast-moving industry.

You'll be able to easily explore design concepts without being tied to a fixed hardware platform, and rapidly bring together system hardware to enable you to get straight to developing crucial 'intelligence' of your product. Only Altium Designer allows you to harness the full potential of programmable devices as a system development and implementation platform and create next generation products faster than ever before.

6. Get interactive with your design...

Using Altium Designer in conjunction with Altium's NanoBoard delivers a unique design experience unlike any electronics development platform you have ever used before. We call it 'LiveDesign' – instant implementation, real-time communication and 'hands-on' interaction between you and your design during the development process.

Run real software on real hardware in real time, right from the start of the design cycle! Whether you're a board designer, system engineer, FPGA designer or embedded software developer, LiveDesign delivers compelling benefits to your work flows and the way you approached design as a whole. Altium Designer combined with a NanoBoard reconfigurable hardware platform give you the ultimate innovation station.

7. Get a next generation user interface...

Altium Designer offers an intuitive, consistent and easy-to-master user interface throughout the entire system. Unlike a loosely-linked collection of point tools, Altium Designer has been developed from the ground-up as a single unified solution. You won't need to wrestle with inconsistent learning procedures, systems and shortcuts for different applications, so you'll get up to speed faster and design more efficiently.

You'll also be designing in the world's best and most advanced design space thanks to Altium's unique 3D PCB visualization technology. For the first time, developers can work with stunning 3D perspectives of their board designs – see what you're developing as you're designing it! This delivers a host of benefits not possible with 2D static design environments, including the ability to dynamically link the MCAD world with electronics design, making true electro-mechanical co-design a reality.

Even if we do say so ourselves, it's simply the best looking design system on the planet!



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8. Get involved in an active and dynamic user community...

Altium Designer's expanding customer-base is the most active and innovative community in the electronic product development industry. Just take a look at the high level of user-participation and immediate support you will find in the Altium-hosted forums on our website to see for yourself.

These forums feature active, regular participation by Altium's developers, application engineers and support staff. This high-level of interaction plus Altium's extensive Beta program keeps the support and engineering advancement of Altium Designer fully in tune with those who actually use the system.

9. Get ready for the next generation...

Altium Designer 'future-proofs' your organization by providing you with the tools required take full advantage of the latest design technologies and techniques, and is continually developed to provide those you'll need into the future.

Altium Designer supports the convergence of all electronics design processes required to create today's – and tomorrows – electronic products. Regular software updates introduce features to support new devices and technologies and ensures your design system is always up-to-date and ready for you to develop next generation electronic products.

We don't just talk about new technologies. We deliver them!

10. Just get it because it's totally cool!

Let's face it, engineers become engineers because they like messing around with cool technology. Well indulge yourself! Once you've experienced Altium Designer's unified design environment and the LiveDesign capabilities offered when you combine it with Altium's NanoBoard, it'll change your whole view of design. There is a degree of freedom, creativity and – dare we say it – fun working with 'soft' hardware that can transform you into that grinning kid with a hot soldering iron who's just made his first crystal radio. The ease with which you can move between concept and circuit means that many of the 'hard-wired' constraints that currently dictate the process can simply be abandoned. Not only does it allow you to deliver more intelligent designs in less time, it allows you to explore design concept and possibilities with a freedom and ease that can't be matched by other design systems.

Altium Designer – it's why you became an engineer in the first place!



Get in touch with an Altium representative today!

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www.altium.com/buy/contactus/