

## Touch sensor design just got more affordable

**Altium is offering Eurozone customers savings of more than €600 when ordering the integrated Altium/Atmel touch sensor design package in June**

**SYDNEY, Australia – 7 June 2010** – [Altium](#) recently announced the industry's first integrated touch sensor development solution which combines [Atmel's QTouch® Suite](#) with [Altium Designer](#).

To celebrate the fact that this worldwide partnership was brokered and negotiated in Europe, the company is offering a special bonus to its Eurozone customers: the new Altium Designer/Atmel QTouch package at the introductory price of €4,995. This offer, which represents savings of more than €600, is valid until 30 June 2010. For more details and to place your order, visit [http://www.altium.com/atmel-touch/en/atmel-touch\\_home.cfm](http://www.altium.com/atmel-touch/en/atmel-touch_home.cfm).

“A year or so ago, we developed a slogan for our marketing, which said 'Seeing is Believing, But Touching is More Fun'. We've just proved that, and made it more affordable,” said Martin Harris, Vice President EMEA, Altium. “On a more serious note, this solution makes it really easy for developers to integrate much coveted touch functionality into their designs. With Altium Designer's unified data model, it takes only a few steps to implement even complex shapes into a design. Developers can take their touch sensor concepts to production faster than ever before, with design time reductions of up to 90%.”

The special €4,995 package comprises an Altium Designer custom board implementation license, a 12-month Altium Subscription membership, web training on touch design and the Atmel QT600 development kit.

Existing Altium customers can also benefit from the offer and save more than €400 when purchasing an upgrade bundle with the Atmel kit by 30 June 2010. For more information and how to order visit [http://www.altium.com/atmel-touch/en/atmel-touch\\_home.cfm](http://www.altium.com/atmel-touch/en/atmel-touch_home.cfm).

Information on [Altium Designer](#) is on Altium's [web site](#). More detailed information on Altium Designer is at the [Altium Wiki](#).

ENDS

### Contacts:

Gabriele Amelunxen  
PRismaPR  
+49 8106 24 72 33  
info@prismaPR.com

Monika Cunnington  
PRismaPR UK  
+44 1462 64 07 79  
monika@prismaPR.com

[www.prismapr.com](http://www.prismapr.com)

Alan Smith  
Altium Limited  
+61 2 8622 8109  
alan.smith@altium.com

### **About Altium**

Altium Limited (ASX:ALU) creates electronics design software based on the belief that anyone who wants to create electronic products that make a difference should be able to do so. Altium's unified electronics design environment links all aspects of electronics product design in a single application that is priced to be as affordable as possible. This helps electronics designers break down barriers to innovation, harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs.

Founded in 1985, Altium has headquarters in Sydney, and operates worldwide. For more information, visit [www.altium.com](http://www.altium.com).

Altium, Altium Designer and LiveDesign, and their respective logos, are trademarks or registered trademarks of Altium Limited, or its subsidiaries. All other registered or unregistered trademarks mentioned in this release are the property of their respective owners, and no trademark rights to the same are claimed.