

Altium Europe relocates to new offices

Karlsruhe, Germany – 10 August 2010 – [Altium](#), a leading supplier of electronics design software, moved to new premises in July 2010 and is now based at 3, Philipp-Reis-Strasse with immediate effect. The company has retained the same telephone and fax numbers as well as email addresses to ensure that there is no breakdown in communication with clients. The company's move into larger office premises forms part of the continued expansion of its business activities in Europe.

The company is now well positioned in the European market due to the expansion of its distribution channels. In June 2010 it extended its direct sales channel in Austria through the addition of a value-added reseller in the field of PLM/PDM solutions (Product Lifecycle Management/Product Data Management) and recruited a value-added distributor as well as a further 15 value-added resellers in Russia and the Commonwealth of Independent States (CIS). The company also secured a new partner for Norway and Romania at the beginning of this year.

"The move from the technology park in Karlsruhe into a new, centrally located office building enables us to provide our staff with a modern and attractive working environment," says Martin Harris, Vice President EMEA at Altium. "The extended office space and improved infrastructure will enable us to further expand our expected sales growth with the support of qualified staff over the coming years," he adds.

Altium Europe has good reason to be pleased with its business progress in the financial year that ended on 30 June. In the past 12 months alone, more than 1.100 companies in Europe migrated to [Altium Designer](#) in order to take advantage of its unified development environment. In a survey of new customers, 84% said their productivity had increased, and 67% described the user-friendliness of Altium Designer as good or excellent. A key indication of customer satisfaction is that 95% of new users said they would recommend Altium Designer to their colleagues.

Altium Designer

With its integrated and flexible development environment, [Altium Designer](#) provides a unified approach to electronics design that allows ideas to be developed at a highly theoretical level. This enables developers to concentrate on the innovative aspects of software design. The plug-and-play hardware development system allows components and peripheral equipment to be switched as required. The initial design is hardware-agnostic and can be ported onto any development system irrespective of the components and suppliers.

The design therefore forms part of a unified process that takes account of the overall product and the related user experience. By starting with a virtual clean slate it is possible to explore various design ideas and technologies.

You will find further information about [Altium Designer](#), [NanoBoard](#) and the upcoming Release 10 on the Altium [website](#). [Altium Wiki](#) also provides more details about Altium Designer and NanoBoard.

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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.

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Picture caption

Vice President Martin Harris and the EMEA Management Team of Altium are confident about the new financial year and expect to see further strong growth.

(Front, from right to left: Ute Huber Frech, Manager Application and Support, Klaus Deissler, Sales Manager, DACH Inside Sales, Michael Schua, Business Development Manager Automotive, Jacqueline Künzel, Associate Director People & Performance EMEA.

Back: Olaf Herbst, Regional Manager Marketing EMEA, Frank Krämer, Technical Marketing Director EMEA, Michael Leidel, Regional Manager Channels EMEA, Martin Harris, Vice President EMEA)