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Altium Designer wins IEC DesignVision Award at DesignCon 2007

SYDNEY, Australia – January 31, 2007 – Altium Limited (ASX: ALU) today announced that its unified electronic product development solution – Altium Designer 6 – has been awarded a prestigious International Engineering Consortium’s (IEC) DesignVision Award at DesignCon 2007. Altium Designer was selected from a competitive field of finalists judged to be the most unique, innovative and beneficial to the industry.

With Altium Designer, Altium has changed the way that electronics products can be created, developed and built. The system empowers all electronics engineers, designers and developers to harness the full potential of the latest generation of programmable devices to create smarter products in shorter time-frames, regardless of their level of FPGA design knowledge or HDL expertise. Unlike conventional design tools that treat electronics product development as a series of separate design flows, Altium Designer unifies the design of the hardware, programmable hardware and the development of the embedded software. This enables engineers to design at a much higher-level of abstraction, leaving them free to focus on ‘embedding intelligence’ into their applications to create more innovative electronic products.

“Receiving this award reinforces our long-held view that a new approach is needed to sustain the historic pace of innovation and the ongoing quest for competitive advantage in electronic product development,” said Nick Martin, Founder and CEO, Altium Limited. “Altium Designer’s unique design platform brings together hardware, software and programmable hardware within a single unified environment. I believe this is necessary in order to bring the full potential of ‘soft’ system design to all designers and companies involved in electronics product development so they can develop smarter systems faster.

IEC Executive Vice President Roger Plummer stated, “Our DesignVision Awards honor those catalyzing positive change in high-technology, business, and academia, completely in line with the IEC’s mission. We’re pleased to give tribute to the innovators who have helped advance progress in electronic design.”

The DesignVision awards were presented at a special ceremony held at DesignCon 2007 in Santa Clara, California, on January 30. For more information, readers can visit <http://www.designcon.com/2007/>.

About Altium Designer

Altium Designer is the industry's only electronics product development system that removes the barriers imposed by disparate design flows and unifies the different design disciplines involved in electronics product development – the design of the hardware, the programmable hardware and the embedded software. Altium Designer's unified design environment means users can harness the potential of the latest electronics technologies, and move to a 'soft' design methodology without the need to acquire specialist programmable device expertise. This provides companies with increased design flexibility, reduced production costs and speeds time to market. Altium Designer also delivers the freedom to move between any device, from any vendor, at any time and lowers total cost of ownership by eliminating the need to integrate extra-cost add-ons to increase functionality, or make up a complete solution. For more information, please visit <http://www.altium.com/Products/AltiumDesigner/>.

About Altium

Altium Limited (ASX:ALU) is the industry's leading developer of electronic product development solutions dedicated to unifying the different design disciplines involved in electronics product development. Altium products ensure all electronic engineers, designers, developers, and their organizations, take maximum advantage of emerging design technologies to bring smarter products to market faster and easier. Founded in 1985, Altium is headquartered in Sydney, Australia with sales offices in the United States, Europe, Japan, China, and resellers in all other major markets. For more information, visit us at www.altium.com.

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