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**Altium significantly strengthens reseller network in India  
Altium adds Trident Techlabs and Mistral Solutions as channel  
partners to support growing Indian customer demand**

**Sydney Australia, 7th April, 2008** – Altium Limited, the electronics design industry’s leading developer of unified electronic product development solutions, has appointed Trident Techlabs and Mistral Solutions to its network of value added resellers in India. They join Altium’s existing reseller Embedded System Solutions.

Adding Mistral and Trident Techlabs as channel partners increases Altium’s level of sales and support for India’s burgeoning electronics design industry. The three value added resellers will provide training and expanded pre- and post-customer sales and support, primarily around Altium Designer, Altium’s unified electronics design solution.

All three channel partners will also sell and support the recently announced Altium Innovation Station, which combines Altium Designer and Altium’s NanoBoard reconfigurable hardware development platform.

The Altium Innovation Station turns electronics design inside out. Altium sees the future of electronics design differentiation being based on device intelligence at the centre of the design process. Organizations will increasingly find it difficult to remain competitive by focusing on differentiation through the design of hardware, which is easy to copy. Being able to bring products to market more quickly than competitors, at less cost, are

characteristics common to every successful organization, but are not sustainable differentiators.

Focusing on the design of the product's intelligence lets electronics designers focus on design innovation - the part of the product that differentiates it from competitors'.

Using Altium's LiveDesign methodology, the Altium Innovation Station lets designers build, interact with, test, debug and update designs based on programmable devices in real time rather than relying on time-consuming simulations. Designers can create the device intelligence and see how their design will perform on a range of independent programmable hardware devices and peripherals. Altium then provides a number of deployment options, from off-the-shelf to custom PCB design and manufacture.

"India is emerging as a world power in electronics design," said Emma Lo Russo, President and Chief Operating Officer of Altium. "The opportunity in India for growth in electronic product design centred on device intelligence and programmable hardware is large. And by providing a solution offering choice around deployment – hardware design with or without device intelligence, with or without hardware design – Altium is allowing a new generation of engineers to design electronic products in new ways.

"Altium is excited to be providing this opportunity to Indian designers and multinationals offshoring their designs to India. With the extensive support and technical expertise of ESS, Mistral and Trident Techlabs, we look forward to seeing the next stage of innovation in electronics design that will be led from India."

ENDS

### **About Altium**

Altium Limited (ASX:ALU) is the 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 has headquarters in Sydney, Australia, sales offices in the United States, Europe, Japan, China, and resellers in all other major markets. For more information, please visit [www.altium.com](http://www.altium.com).

### **About Altium Innovation Station**

The Altium Innovation Station combines the Altium Designer electronics development tool with Altium's NanoBoard range of reconfigurable hardware development and deployment platforms to provide the single design environment for sustainable differentiation in electronics design. Together, they allow electronics designers to create value and innovation in their products by focusing on designing device intelligence.

**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. It unifies the design of the hardware, software and programmable hardware by removing the disparate design flows of old design methods and thinking.

**Altium's NanoBoard** range of reconfigurable hardware platforms allows for both the development and deployment of device intelligence based on programmable devices such as FPGAs. Altium's NanoBoard architecture is unique in that it comes complete with a range of programmable devices housed on plug-in FPGA daughter boards, and interchangeable peripheral boards. The development NanoBoard provides a versatile reconfigurable development platform independent of the choice of FPGAs. In the future, deployment NanoBoards will allow rapid completion of the design process to final hardware – without the constraints of having to design hardware early in the design process.

### **About ESS**

Embedded Systems Solutions Pvt. Ltd., an ESA group company, has been a leading single-stop provider of hardware and software solutions for the embedded systems market in India since 1996. With offices in Bangalore, Hyderabad, Chennai, Pune and Delhi, Embedded Systems Solutions specializes in microprocessor-based products for engineers working in both mainstream industry and in educational and research institutions. Contact details and more information are at [www.embeddedindia.com](http://www.embeddedindia.com)

### **About Mistral Solutions**

Established in 1997, Mistral is a premier product realization company providing end-to-end services for product design and development in the embedded space. Headquartered in Bangalore with regional offices in Delhi and Hyderabad, Mistral offers systems engineering and value added services that help customers build cost-effective, customized computing systems. Mistral has forged successful partnerships with leading providers of embedded solutions in the areas of RTOS, IDE tools, and commercial and rugged grade COTS computing solutions for commercial, military, aerospace, and avionics markets. Contact details and more information are at: [www.mistralsolutions.com](http://www.mistralsolutions.com).

### **About Trident Techlabs**

Trident Techlabs is a non-exclusive value adding reseller specializing in high-technology solutions for India's engineering sectors. The company's headquarters are in New Delhi, with offices in Bangalore, Hyderabad, Pune, Kolkata and Dehradun. Trident Techlabs operates in the electrical power, electronic design automation and mechanical design markets. In the EDA sector, the company offers a range of software products and development tools for VLSI, analog, digital circuit and communication applications, embedded systems and board design, serving Indian and multinational companies. Contact details and more information are at [www.tridenttechlabs.com](http://www.tridenttechlabs.com).

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