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## **Altium Wins EDN China Innovation Award for Best Product 2008**

**Beijing, December, 29** - Altium, the leading developer of unified electronics design solutions, recently won another special honor. Its next-generation electronics design solution Altium Designer was chosen as the Best Product in this year's EDN Innovation Awards. Readers of EDN China chose Altium Designer as the Best Product in the development tools and software category.

Over 3,000 members of the EDN China websites took part in the open voting in this year's EDN China Innovation Award - the fourth of its kind. Ten products from ten technology providers respectively won The Best Product Award in nine technology categories, and 58 other products were chosen for "Outstanding Product Award" for nine different technology categories. These awards are not only unique but significant in that the winners were determined through open voting by electronics design engineers themselves.

"For Altium Designer to win the Best Product Award out of seven powerful competitors is a huge win for the Altium, said Qiang Mo, the publisher of EDN China. "We are very delighted that Altium's product was given the grand award, with its innovative features Altium Designer has already won-over a number of high-end users. Although many users and companies, who represent the design level in China, have already adopted Altium Designer, the unified design environment has just started to emerge globally".

Jay Cao, general manager of Altium Greater China said, “The solution selected by users through the current opening voting represents that Altium Designer is the mainstream choice in China’s independent design market. We believe that whoever has excellent design tools controls the future designs and market. Altium has once again shown its determination to help electronics product designers in China. We firmly believe that China is turning from a big manufacturing country into a leader in electronics product design and development. Our goal is to make contributions that help the most promising designers, design better in China”.

ENDS

### **About Altium**

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation, and help organizations easily harness the latest devices and technologies, to create their next generation of electronic products.

Altium’s solutions are unique because they unify the separate processes of electronics design, all within a single electronics design environment, working off a single data model, which links all the aspects of electronics product design into one process.

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).

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