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Altium: breaking the design tool chain key to real productivity in electronics design

Santa Clara, United States – February 2, 2010 – Altium is again showing how its unified electronics design solution, Altium Designer, removes the impediments caused by designers (and their companies) having to manage complex electronics design tool chains.

Having taken last year's DesignCon by storm with the appearance of Bunny on the Altium stand (if you weren't at DesignCon last year, ask those who did attend!), this year sees a return to demonstrations of Altium Designer and Altium's NanoBoard range of FPGA development platforms.

At the centre of Altium Designer is its single, unified data model that lets every designer on a team see exactly what's happening across all design domains – hardware, software and programmable hardware.

This means that every designer on a design project accesses the same data model, making management of the design data conceptually much simpler. The overhead of having to manage and integrate data flows across different (and disparate) design tools simply disappears.

And the design data management features in Altium Designer, which include full document version control support and the most advanced release management tracking available in any board-level design system, make effective electronics design data management a reality.

“Productivity in electronics design is so much more than the speed to layout, reducing the numbers of prototypes, or the management of output files for manufacture,” said Gerry Gaffney, regional CEO for the Americas at Altium. “All these design authoring features are, of course essential. But why create any type of prototype if you’re not sure whether it can be manufactured? Why know that a prototype board will fit its enclosure only to discover later that a changed component means that, suddenly, the production board does not?”

“Designers are telling us that design tools are essential, but that design data management is critical to commercial success, especially in the broader context of the design and development of a complete product.

“And as the electronics inside a product increasingly define its intelligence and connectivity, and how a company differentiates its devices from competitors, design data management is set to take center stage in electronics design.”

Altium is on stand #409 at DesignCon 2010, at the Santa Clara Convention Center, February 2-3, 2010.

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About Altium

Altium Limited (ASX:ALU) provides next generation electronics design software that breaks down the barriers to innovation. Altium’s unified electronics design environment links all aspects of electronics product design into one process, in a single application. This helps electronics designers 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, sales offices in the United States, Europe, China, and resellers in all other major markets. For more information, visit www.altium.com.

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