

Altium Holds Training Sessions for the Contestants of the National Electronics Talent Competition

Altium Designer Technical Training Classes Offered in Eight Cities during the Qualifying Phase

BEIJING, China – July 12, 2010 — As the official co-organizer of National Electronics Talent Competition 2010, Altium has been organizing technical training for the contestants, in Dalian, Beijing, Qingdao, Suzhou, Xi'an, Zhengzhou, Hangzhou and Chengdu. The partnership between Altium and the Talent Exchange Center of the Ministry of Industry & Information Technology provides the most advanced technologies and the best possible design platform to cultivate innovation in the electronics industry.

More than 700 contestants and instructors were involved in the training. Professional technicians from Altium were on hand to help contestants solve electronics design problems, and help them understand electronic technology development trends and industry requirements.

“Sticking to the concept of cooperation within the electronic design sector when it comes to education, Altium continues its investment in China’s future professional electronics design talent,” said Mr. Hua Wenlong, who heads the Altium Academic Program in Greater China. “By providing this training, we can help contestants become better equipped to meet industry’s requirements for electronics design skills. The Altium China Academic Program is devoted to providing world-leading electronic automation design technologies and services to universities. It strives to promote an industry-oriented technology application system by integrating three key factors — technical training, design certification and a joint laboratory — which can aid China’s next generation of professional electronic designers.”

The National Electronics Talent Competition is a technical contest for college students in China which is sponsored by the Talent Exchange Center of the Ministry of Industry & Information Technology. Now on its second year, the competition intends to promote innovation among college students, encourage them to put theory and knowledge into practice, improve their skills through hands-on experience to better position themselves in the job market, and motivate them to actively take part in extracurricular technical activities by creating premium conditions for outstanding talents. As one of the competition’s sponsor, Altium has provided 100 sets of Altium Designer (with a total value of RMB 5 million), as the official design automation tool for the contest. In addition, Altium provides training and tutorship for all competitors throughout the event.

Shenzhen Emdoor Electronic Technology Co. Ltd., Altium’s partner specializing in China’s education sector, also provides support and professional technical services for the contest.

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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 1: Training Session



Picture 2: Contestants are communicating with Altium Technical Experts