

Altium nurtures the next generation of electronics designers

Altium Sponsors the 2nd Cross-Strait Forum PCB Circuit Design Contest: provides products and training to promote technology exchange and development of cross-strait talent

SYDNEY, Australia – June 28, 2010 – Altium has provided its next-generation electronics design software and technical support to the 2nd Cross-Strait Forum PCB Circuit Design Contest.

The contest was part of the five-day event held in Xiamen City, Fujian Province and sponsored by the State Council Taiwan Affairs Office, the Ministry of Commerce, the Ministry of Culture, the Ministry of Industry and Information Technology, and the Ministry of Education as well as the Fujian Provincial People's Government.

"It's great to be part of the future," said Roger Shen, Regional CEO, Altium Greater China, "and to provide the products and technical support for this contest. And it's a great opportunity for young electronics engineers from both sides of the Taiwan Strait to work with the most advanced electronic design tools and technologies, to make their innovative ideas real, and make the innovation dream come true.

"Altium believes that anyone who wants to make a difference with electronics should be able to do so. This means having next-generation design solutions that strip away any barriers to making this a reality. Supporting this competition is just one way we can do this, and continues our strategy of supporting and nurturing the new generation of Chinese electronic engineers, to boost China's technological innovation."

The PCB Circuit Design Contest attracted more than 13 universities. As the contest's sole designated PCB circuit design tool, Altium Designer was used by all the teams to complete their MCU system designs. After the contest, Chaoming Qian, the contest winner, from Tianjin Vocational University, said: "Altium Designer performs much better than Protel 99SE [Altium's older PCB layout tool], and Altium Designer's unified electronic design platform is simpler and easier to use, which helped me complete all the competition requirements within the specified time."

Currently, more than 900 universities around the world, including the Massachusetts Institute of Technology and the University of Toronto, use Altium as their software tool of choice. Since the introduction of the Altium Academic Program in China in 2008, Altium has collaborated with a number of key Chinese universities including the Tsinghua University, South China University of Technology and the University of Electronic Science and Technology of China. Altium has provided these universities with its products and trainings at a favorable price, established joint labs, and launched the Altium Designer Skill Certification Center for vocational education institutions.

Shenzhen Emdoor Electronic Technology Co. Ltd., Altium's partner in China's education sector, also provided 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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