



Stop Press -

## Altium Designer wins DesignVision 2007 Award

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### Summary

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Read how Altium Designer, Altium's ground-breaking unified product development system, is attracting growing critical acclaim from both the electronics design community and industry observers.

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### More industry accolades for Altium's innovative design solution

As Altium Designer was recently awarded with a prestigious International Engineering Consortium's (IEC) DesignVision Award at DesignCon 2007, we look at the ways we are forging new territory in electronic product design methodology.

By offering a unified approach to the complete electronic development process Altium Designer opens innovation and efficiency possibilities that are just not possible for those using conventional integrated solutions. The challenge for Altium – like all innovators that break new ground – is to help users take a fresh look at how things are currently done, the intrinsic shortcomings of that approach, and whether it is sustainable in the future.

The electronics industry is, however, a fast-moving business that thrives on fresh thinking. The ground swell in uptake and interest in Altium Designer is showing that today's engineers and company leaders are willing to think outside the box by recognizing a paradigm shift that empowers engineers and harnesses the future possibilities of electronic product development. Industry commentators are also recognizing Altium Designer's unified product development system as a unique and innovative solution to the needs of an evolving industry. While we are gratified by Altium's increasing tally of industry awards and nominations, our ongoing focus and vision is to break down the barriers to technological advancement and innovation through the ongoing development of Altium Designer as the best possible design solution for every system and design engineer.

Following on from Altium Designer's selection as one of the EDN magazine's *Hot 100 products of 2005*, Altium Designer was recently granted a *Gold Reader Award* from online journal Embedded Control Europe (ECE) based on the high reader interest generated by Altium's advanced *support for the Xilinx MicroBlaze* FPGA-based soft processor.

Altium Designer has subsequently earned a 'Best Product Award' for the 2006 in the German technical publication *Elektronik & Entwicklung*, in the category of 'Design Tools & Software'. This was followed by Altium's selection as a finalist for the 'Products Of The Year 2006' in the CAE/CAD category of *Elektronik* magazine's reader awards.

### DesignVision 2007 Award Win

Most recently, Altium Designer has won the prestigious International Engineering Consortium's (IEC) *DesignVision 2007 Award*, which recognizes technologies, applications, products, and services judged to be the most 'unique and beneficial' to the industry. Altium Designer's win, confirms Altium as an electronics design industry trailblazer that is clearly focused on the needs of all design engineers and developers.

IEC Executive Vice President Roger Plummer stated "Our DesignVision Awards honor those catalyzing positive change in high-technology, business and academia, completely in line with the IEC's mission. We're pleased to give tribute to the innovators who have helped advance progress in electronic design".

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