



November 15, 2007

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## **World's top young industrial engineers to use Altium Designer in international competition**

### **Unified electronic product design system provides the environment for creativity and design excellence at World Skills 2007**

**Sydney, Australia - November 15, 2007** – Altium Limited (ASX: ALU) has announced that its Altium Designer unified electronic product development system will be the standard platform for all finalists in the Industrial Electronics Design category at the 39<sup>th</sup> WorldSkills Competition.

The Industrial Electronics competition is one of 48 categories that form the WorldSkills Competition, in which 17 international competitors will vie for gold. The Games, which take place from 15-18 November, in Shizuoka, Japan, will host about 820 young people from over 45 member countries and regions.

Standardizing on Altium Designer for the Industrial Electronics competition was an easy decision for organizers of this worldwide event. The Japanese team used the application during its national competition, with all 37 competitors quickly adapting to Altium Designer.

For the first time in the WorldSkills Competition themselves, the Industrial Electronics category will see finalists tested on both their schematic and PCB design skills. Previous years have seen the two processes tested individually. The introduction of Altium Designer – which unifies hardware, software and programmable hardware within a single design environment - allows the two concepts to be combined for competition in one category.

By standardizing on a unified platform which provides simple tools and wizards, competitors will be judged on their skills around creating electronic designs, not on how well they manipulate the software.

### **Japan pioneers use of Altium Designer for WorldSkills Competition 2007**

Winner of the National Japanese Industrial Electronics Design Competition, Akira Shimizu, Nissan Motor Co. Ltd, has credited the success of his design to Altium Designer's user-friendly package. "It is a challenge for every contestant applying EDA tools for schematic and PCB design. Thanks to the easy-to-use environment of Altium Designer 6, I could focus on winning the gold medal in the national competition." Akira Shimizu will represent Japan at the World Skills finals in November.

Dr Masayuki Hatta, Chief Referee of electric circuit assembly at the National Skills Competition, chose Altium Designer because of its unified approach to electronic design and easy-to-use interface and wizards. "I was impressed that contestants who attended the competition easily navigated Altium Designer and gained all the essential operational skills, despite the short preparation time," he said.

Other electronic design products can take up to six months to learn, and often lack the interactive and automated tools needed for high-speed design. With the inclusion of Altium Designer as the standard platform, competitors are now able to demonstrate their complete range of skills in just two days.

ENDS

### **About Altium Designer**

Altium Designer is the industry's only electronics product development system that removes the barriers imposed by disparate design flows and unifies the different design disciplines involved in electronics product development – the design of the hardware, the programmable hardware and the embedded software. Altium Designer's unified design environment means users can harness the potential of the latest electronics technologies, and move to a 'soft' design methodology without the need to acquire specialist programmable device expertise. This provides companies with increased design flexibility, reduced production costs and speeds time-to-market. Altium Designer also delivers the freedom to move between any device, from any vendor, at any time and lowers total cost of ownership by eliminating the need to integrate extra-cost add-ons to increase functionality, or make up a complete solution. For more information, please visit <http://www.altium.com/Products/AltiumDesigner/>.

## **About Altium**

Altium Limited (ASX:ALU) is the industry's leading developer of electronic product development solutions dedicated to unifying the different design disciplines involved in electronics product development. Altium products ensure all electronic engineers, designers, developers, and their organizations, take maximum advantage of emerging design technologies to bring smarter products to market faster and easier. Founded in 1985, Altium is headquartered in Sydney, Australia with 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).

## **About World Skills**

Since its establishment in 1953, the World Skills Competition has become the largest skills competition in the world. Its goal is to inspire and motivate young tradesmen and women to develop their vocational skills in their chosen trades by representing their countries in their given fields. Held every two years, World Skills gives over 850 competitors in 45 different trade categories just four days to test their abilities in an international forum. Competing on a world stage provides a platform for excellence that will span competitors' careers and help them develop in their trades.

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