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## **Combining electronics design software and reconfigurable hardware: Altium at EDS Fair, Japan**

**Altium creating a new way of doing electronics design – a single design environment for innovation and sustainable differentiation**

**Yokohama, Japan – 24 January 2008** – Altium, the electronics design industry’s leading developer of unified electronic product development solutions, will be demonstrating new ways to do electronics design at this year’s Electronic Design and Solution (EDS) Fair.

Altium is demonstrating the latest update of Altium Designer 6 – its unified electronics design solution - alongside its desktop development NanoBoard. Altium’s unified approach to design allows engineers to design from concept to manufacture in a single electronics design environment. And by combining this unified approach with the world’s first reconfigurable desktop development platform, Altium has created a single design environment and methodology that opens up new possibilities for engineers, regardless of their expertise.

Altium believes that the future of electronics design lies with device intelligence, and programmable devices such as FPGAs facilitate placing device intelligence at the centre of the electronics design process.

Using Altium Design and the development NanoBoard, designers can exploit today’s low-cost, high-performance programmable devices to create the intelligence they need for

sustainable differentiation. This is a new concept that turns electronics design inside out. Traditionally, electronics design has put the physical hardware at the centre of the design process. But sustainable differentiation is difficult to protect when adopting this approach, with hardware designs becoming increasingly commoditized. The value of electronics increasingly lies within the soft domain. Engineers will need to turn to programmable devices to create innovative and differentiated products, which is easy to protect and easy to improve and develop.

For example, using Altium Designer and the development NanoBoard, designers can compare different FPGAs without changing their design, and can remove the constraints of choosing hardware too early in the design process. They can create hardware in the soft domain using Altium Designer, and then test, analyse and debug the design using the development NanoBoard.

By designing in software, they can change the intelligence within the design while the hardware is being designed, after it's been manufactured, and even after it's been delivered.

Unlike single-target development boards, the Desktop NanoBoard supports plug-in daughter boards and new interchangeable peripheral boards to offer electronic designers a versatile design environment. Customers can easily switch between an Altera Cyclone II, a Lattice ECP, or a Xilinx Spartan 3 and Virtex 4 FPGA.

“Modern electronics design is faced with the challenge of creating sophisticated and intelligent products in shorter time periods,” said Nick Martin, CEO of Altium. “Altium technology is making it possible to create sustainable differentiation by unifying the design process and making it easier for electronics designers, regardless of experience, to access the power and flexibility of FPGAs. Altium has pioneered this concept and will continue to develop technology that enables every designer for the future of electronics.”

The latest update to Altium Designer 6 has over 300 new features and enhancements, including world-firsts such as the 3D PCB visualization and C-to-hardware code compilation. Delegates at EDS will be see these enhancements and interact with Altium's latest technology, including the development NanoBoard.

ENDS

**EDS Location:** Exhibition Hall & Annex Hall, Pacifico Yokohama  
1-1-1, Minato Mirai, Nishi-ku, Yokohama 220-0012

**Date:** January 24-25, 2008

**Altium Booth Number:** #708

#### **About Altium**

Altium Limited (ASX:ALU) is the 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 has headquarters in Sydney, Australia, 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 Altium Designer**

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. It unifies the design of the hardware, software and programmable hardware by removing the disparate design flows of old design paradigms.

#### **About Altium's Desktop NanoBoard**

Altium's desktop development NanoBoard range of reconfigurable hardware platforms allows for both the development and deployment of device intelligence based on programmable devices such as FPGAs. Altium's NanoBoard architecture is unique in that it comes complete with a range of programmable devices housed on plug-in FPGA daughter boards, and interchangeable peripheral boards. The development NanoBoard provides a versatile reconfigurable development platform independent of the choice of FPGAs. In the future, deployment NanoBoards will allow rapid completion of the design process to final hardware – without the constraints of having to design hardware early in the design process.

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