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Altium launches technical online forum for China's electronics designers

Shanghai, 24 April, 2008 - Altium Limited, the electronics design industry's leading developer of unified electronic product development solutions, has launched the Altium Technical Forum for its licensed users in China, with local language support.

The first of its kind exclusively catering to China designers, the Altium Technical Forum provides an environment to support active knowledge sharing and a community of Altium users. The forum will also allow exclusive access to Altium engineers to help answer technical questions or seek advice on specific topics concerning Altium's unified electronics design solutions.

"Altium continues to expand its sales and support operations in China, and the launch of the Altium Technical Forum in China reflects this," said Jay Cao, Regional Director – China. "Altium has a good reputation around the world for the support we provide our licensed customers. We're extending that support to China and extending the opportunities that licensed Altium users will have to talk to peers and Altium's experts.

“This supports electronics designers who seek to innovate and develop electronic products in new ways. Altium’s unique, unified architecture makes it easy for designers to focus on the development of the intelligence in their products. This provides organizations with greater protection of their intellectual property, and makes it easier for them to differentiate their products, take products to market more quickly, and add new product functionality in the field.”

The Altium Technical Forum, which complements Altium’s technical support, in-field training, customer service and support hotline, will provide licensed users with:

- Information on forthcoming product updates
- Regular free online technical training sessions and seminars
- Priority to participate in Altium’s on-site advanced technical training on Altium product features

Altium has market leadership in the Chinese board-level sector with its earlier Protel printed circuit board (PCB) software, built over a 10-year presence in China. Sales in China grew by 55% in the third quarter that ended 31st March 2008, measured in US\$, compared to the equivalent period a year ago.

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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.