

**Altium European Media Contact**

Monika Cunnington  
PRismaPR  
24 Oaktree Close  
Letchworth, SG6 3XY  
United Kingdom  
[www.prismapr.com](http://www.prismapr.com)  
Telephone: +44 1462 64 07 79  
Email: [monika@prismapr.com](mailto:monika@prismapr.com)

**Altium Media Contact:**

Alan Smith  
Altium Limited  
Level 3, 12a Rodborough Road  
Frenchs Forest, NSW 2086  
Australia  
[www.altium.com](http://www.altium.com)  
Telephone: +61 2 8986 4409  
Email: [alan.smith@altium.com.au](mailto:alan.smith@altium.com.au)

## **Breaking down the barriers to innovation at National Electronics Week**

**Linn, Mars, Marshall join Premier EDA and Altium to celebrate UK  
electronics design innovation**

**EARL'S COURT, LONDON – June 17, 2008** – Altium is joining forces with its UK channel partner Premier EDA Solutions, and customers such as Linn, Mars, Hawkshead Designs and Marshall, at the National Electronics Week.

It's a show of force to demonstrate that innovation in electronics design is alive and well in the UK.

At the centre of the exhibition is the latest version of Altium's award-winning, unified electronics design solution, Altium Designer, which removes the disparate, silo approach to conventional electronics design. It brings hardware, software and programmable hardware under a single data model, so that all aspects of electronics design - the functional intelligence, the programmable hardware, and the design of the board – can be done in a single, unified design environment.

Altium's unified solution lets electronics designers easily exploit today's low-cost, high-performance programmable devices to create and deliver the intelligence they need to create sustainable differentiation, and then deploy either to customer boards or to off-the-shelf alternatives. It lets them use new ways to innovate and create the next generation of electronic products.

Examples of this innovation are on the stand, from customers as varied as luxury hi-fi designer and manufacturer Linn Products, world-leading guitar amplifier manufacturer Marshall Amplification, Hawkshead Designs, responsible for recreating the wings for film-legend Chitty Chitty Bang Bang, and the automated drinks vending machine division of food company Mars. All use Altium's unified solutions in their electronics design projects.

The Premier EDA stand features the latest technology from Altium that lets electronics designers and mechanical designers collaborate without guess work, in real time, for the first time.

The new Altium technology lets electronics designers check that their boards will fit into enclosures in real time, in 3D, ahead of any prototypes. They can dramatically reduce the number of ECAD-MCAD iterations, and help designers bring a product to market more quickly.

It builds on Altium's earlier, ground-breaking real-time 3D PCB visualisation technology, which allows electronics designers to link to external STEP models from within Altium Designer. For example, the model of the casing can now be brought directly into the PCB design environment. By using the non-proprietary STEP 3D file format as a mechanism, Altium allows ECAD-MCAD collaboration without forcing organisations to purchase costly integration add-ons or use a specific mechanical CAD package.

"National Electronics Week is an ideal forum for us to demonstrate that innovation is alive and well in the UK electronics design sector," says Phil Mayo, Managing Director of Premier EDA. "Premier EDA has grown sales by 70% in the last 12 months. This is a clear indicator that our customers are able to deploy Altium's unified electronics design solution to create the next generation of their electronic products.

"Electronics design companies are looking for new ways to innovate and sustain differentiation, and our customers recognise the benefits of Altium's unified design solution.

"Simply incrementally improving on design processes that have gone before is not enough. We really need to change how design is done. As an example, bringing the electronics and

case design together successfully has been pretty much down to guesswork and luck until now. Now, it isn't."

### Event Details

National Electronics Week takes place at London's Earl's Court exhibition centre, between June 17th and 19th, 2008. Premier EDA and Altium are on booth number F70.

ENDS

### **About Premier EDA Solutions**

Premier EDA is one of the most successful resellers of Altium's unified electronics design solutions worldwide and is responsible for customers in the UK and Ireland. It is Altium reseller of the year in the EMEA region.

In addition to the Altium unified solutions portfolio, Premier EDA operates an extensive training operation, providing essential training skills for the UK electronics industry. Premier EDA is an IET Endorsed Training Provider and IPC Authorised Training Centre. For more information, visit [www.eda.co.uk](http://www.eda.co.uk).

### **About Altium**

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation, and help organizations easily harness the latest devices and technologies, to create their next generation of electronic products.

Altium's solutions are unique because they unify the separate processes of electronics design, all within a single electronics design environment, working off a single data model, which links all the aspects of electronics product design into one process.

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, visit [www.altium.com](http://www.altium.com).

Altium, Altium Designer, LiveDesign, and their respective logos are trademarks or registered trademarks of Altium Limited or its subsidiaries. All other registered or unregistered trademarks referenced herein are the property of their respective owners, and no trademark rights to the same are claimed.