



## Media Release

### US Media Contact for Digi-Key Corporation:

Steven G. Tsukichi  
Vice President Strategic Operations  
Chief Marketing Officer  
Digi-Key Corporation  
Telephone: 218-681-8000, Ext 1001  
Email: [steve.tsukichi@digikey.com](mailto:steve.tsukichi@digikey.com)

### US Media Contact for Altium:

Emily Taylor  
Weber Shandwick Worldwide  
519 SW 3<sup>rd</sup> Avenue, Suite 600  
Portland, OR 97204  
United States  
[www.webershandwick.com](http://www.webershandwick.com)  
Telephone: 503-552-3733  
Email: [etaylor@webershandwick.com](mailto:etaylor@webershandwick.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)

## Digi-Key Corporation and Altium Limited Announce Global Distribution Agreement

**Thief River Falls, Minn. USA and Sydney, Australia – September 9, 2008 –**

Digi-Key Corporation, a global distributor of electronic components, and Altium, the world leader in unified electronics design, have announced a global distribution agreement.

Digi-Key will distribute Altium's Desktop NanoBoard, which will include a 12-month timed Altium Designer license. The Desktop NanoBoard will be delivered with a standard set of plug-in peripheral boards and a choice of one of three FPGA daughter boards.

Digi-Key will also carry the extended range of NanoBoard plug-in peripheral and FPGA daughter boards. These options extend the design choice and freedom available to designers.

Altium products stocked by Digi-Key are featured in its print and online catalogs and are available for purchase directly from Digi-Key.

Altium markets the combination of the Desktop NanoBoard and Altium Designer, Altium's unified electronics design solution, as the ultimate Innovation Station. The Innovation Station gives designers everything needed for rapid prototyping, concept exploration and device experimentation. Designers can create functionality in programmable hardware, and then deploy to physical hardware for testing and analysis, without having to create any custom prototype boards.

Because the NanoBoard is reconfigurable and independent of device vendor, designers are not constrained by having to choose the final device at the beginning of the design process. They can create, test and analyze functionality in different devices using the NanoBoard, and switch between devices to compare the performance in the actual design. The NanoBoard's automatic configuration protocol makes this a simple process: swap the plug-in boards, and the NanoBoard reconfigures to the FPGA device or set of peripherals without having to change the design.

Nick Martin, Altium's CEO, said, "Altium is passionate about putting the best available design solutions into the hands of every electronics designer and engineer as quickly as possible.

"This agreement with Digi-Key is a significant step toward helping make this a reality. We are impressed with Digi-Key's global coverage and commitment to first-class customer service. And we feel aligned with them in the way we both want to make our customers successful.

"With Altium's Innovation Station, Digi-Key's customers have a future-proofed, vendor independent, 'live design' development environment. They can use a reconfigurable development platform to create rapid prototypes, explore new

concepts, and experiment with different devices in ways they couldn't do previously.”

Digi-Key President and COO Mark Larson said, “A very appealing aspect of Altium’s Innovation Station is that, straight out of the box, it delivers a product development solution for electronic design engineers. For Digi-Key, Altium’s Innovation Station is consistent with our desire to provide our customers with products that are practical, relevant, and state of the art.”

### **Pricing and Availability**

Altium’s Innovation Station, which includes Altium’s Desktop NanoBoard, a 12-month timed Altium Designer license, a standard set of plug-in peripheral boards, and a choice of one of three FPGA daughter boards, is available for immediate shipment from Digi-Key at [www.digikey.com](http://www.digikey.com). Price is US\$4,300.

For more information about Altium’s Innovation Station, go to [www.altium.com/files/videos/innovation\\_station/](http://www.altium.com/files/videos/innovation_station/) to see the Innovation Station in action.

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### **About Digi-Key Corporation**

One of the world’s fastest growing distributors of electronic components, Digi-Key has earned its reputation as an industry leader through its total commitment to service and performance. As a full-service provider of both prototype/design and production quantities of electronic components, Digi-Key has been ranked #1 for Overall Performance for 17 consecutive years from among the nation’s more than 200 distributors (*EE Times* Distribution Study/ August 2008). Offering more than a million products from nearly 400 quality name-brand manufacturers, Digi-Key’s commitment to inventory is unparalleled. Access to the company’s broad product offering is available 24/7 at Digi-Key’s top-rated Web site, [www.digikey.com](http://www.digikey.com).

## **About Altium**

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation. These solutions 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).

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