

US Media Contact for Altium:

Emily Taylor
Weber Shandwick Worldwide
519 SW 3rd Avenue, Suite 600
Portland, OR 97204
United States
www.webershandwick.com
Telephone: 503-552-3733
Email: etaylor@webershandwick.com

Altium Media Contact:

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

Rapid prototyping made easy

Altium's Innovation Station Videos Demonstrate New Approach to Electronics Design

SYDNEY, Australia, Oct. 8 2008 – Altium Limited, the world's leading developer of unified electronic product development solutions, has released a series of new online training videos that help engineers, regardless of experience, harness the power of programmable logic to explore concepts and develop next-generation electronic designs using Altium's Innovation Station – the world's most reconfigurable development system.

The videos, available in Altium's TRAININGcenter, provide detailed instructions on how electronics designers can explore concepts, rapidly prototype, and experiment with various device options using Altium's Innovation Station. They show engineers how easy it is to capture their ideas and implement them through real LiveDesign experimentation.

With the Altium Innovation Station, Altium provides a complete product development environment with all the software and hardware a designer needs to develop their next-generation electronic products. Using this approach, engineers can simply snap together a complete system using blocks of reusable IP, so that they can quickly and easily move to developing the product's unique functional intelligence. The result: more design possibilities, without the constraints of fixed hardware.

Jhury Abuabara, CEO of Readix Inc, said "We have been using Altium's solution for five years, and we're very happy with how Altium lets us create next-generation electronic solutions. Over the past five years we have created more than 500 products and solutions

for customers in various industries. The modularity of Altium's Desktop NanoBoard and its re-configurability coupled with Altium's OpenBus feature lets us test new concepts very quickly. We can configure and then reconfigure designs in minutes rather than days. It is such an easy way to compare designs and make quick design decisions."

"Altium provides everything out of the box, including comprehensive complimentary online training, so that those designing next-generation electronic products can really get up to speed and start designing immediately," said Altium's President, Emma Lo Russo. "These new videos reflect our vision of removing the barriers to design exploration and implementation that are caused by yesterday's single point solution approach. Altium's Innovation Station, a unified electronics design system, helps designers focus more on the differentiating aspects of design by making it easy to explore new concepts and when ready take that to a custom PCB design implementation easily within a single application."

The Altium Innovation Station has recently been added to the Digi-Key product range as part of a distribution agreement (announced September 9, 2008). Altium products stocked by Digi-Key are featured in its print and online catalogs and are available for immediate purchase directly from Digi-Key.

To view the Innovation Station TRAININGcenter videos, visit <http://www.altium.com/ISTraining> ;

Designers interested in learning more about the Innovation Station can visit <http://www.altium.com/altiuminnovationstation/> for a brief overview and video explanations of Altium's next-generation electronics design solutions.

Pricing and availability:

Altium's Innovation Station – Altium's Desktop NanoBoard plus 12-month timed Altium Designer core feature set license, a standard set of plug-in peripheral boards, and a choice of one of three standard FPGA daughter boards – is available for immediate shipment from Digi-Key at www.digikey.com for US\$4,300.

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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.

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