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## Altium appoints Triacon Scientific as new reseller in Sweden

**SYDNEY, Australia – December 17, 2008** – Altium has chosen Triacon Scientific to be its channel partner for Sweden. Triacon Scientific is the third reseller appointed in Europe in three months and signifies growing regional demand for Altium’s next-generation electronics design solutions.

Triacon Scientific will sell the latest version of Altium's design solution, Altium Designer as well as the reconfigurable Desktop NanoBoard and daughterboards. Triacon will also employ its expertise in development services within electronics, embedded systems and application programming to provide training, sales and support to local electronics designers.

“Altium is the perfect complement to our product line of competitive development tools for embedded systems,” said Joakim Lang, CEO of Triacon Scientific AB. “We have been in the market for 15 years, developing complex electronic and embedded systems for customers who have high demands, so we know the importance of using the right tools. We are convinced that Altium will lead the way into the future with its unified design approach, extensive feature set and the opportunities for designers to transition from fixed hardware design to programmable hardware design. We look forward to being Altium’s channel partner in the Swedish market.”

Altium recently announced the winter 09 version of Altium Designer, which introduces 40 new features that help engineers to take their next generation electronic design from

concept to deployment more quickly. Concepts such as the FPGA field dashboard let electronics designers explore instruments inside FPGAs as part of the application, and stimulate and explore their design live inside the device.

This latest release also includes over 100 enhancements that improve the user's experience. Performance upgrades to the 3D visualisation engine have improved the memory and speed of the graphics system by up to seven times. Designers can now make decisions about the placement of components with greater accuracy and ease.

“Altium’s sales grew 30% in Europe last quarter and 18% in the last financial year,” said Frank Hoschar, Managing Director and VP Sales & Support EMEA, Altium. “European organizations are rapidly turning to Altium’s next generation electronics design solutions. Customer feedback indicates that engineers who upgrade or migrate to Altium’s solution can experience fewer iterations and reductions in layout time of up to 60%. Building our extended sales force of channel partners will underpin future growth and our ability to take these benefits to even more electronics designers.”

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### **About Altium**

Altium Limited (ASX:ALU) provides next-generation electronics design solutions that break down the barriers to innovation. 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, linking all aspects of electronics product design into one process. This unified design environment helps electronics designers easily harness the latest devices and technologies, manage their projects across broad design ‘ecosystems’, and create connected, intelligent designs easily.

Founded in 1985, Altium has headquarters in Sydney, 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).

## About Triacon Scientific AB

Triacon Scientific AB, founded in 1993 and situated in Malmö, Sweden, provides development services within electronics, embedded systems and application programming to a variety of customers within the industrial, medical and consumer markets. Projects range from small scale prototype series to projects with a final production rate of 30,000 units per year and can include all types of services ranging from concept design and project management to production and after sales support. In 2004, Triacon formed the Triacon DevTools department through acquirement. Triacon DevTools has built a product line which covers the complete development process from schematics design to production test and represents several leading brands including, Altium, iSystem, XJTAG, CMX Systems and others in the Swedish and Scandinavian markets. For more information, visit [www.triacon.se](http://www.triacon.se).