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Seeing is believing – without leaving your chair!

**Faster board layouts, plug and play device programming, concept-to-manufacture
– all within a single design solution**

Sydney, Australia – February 24, 2009 – Altium is exhibiting, for the first time, at online event Virtual PCB, which runs February 24-25, 2009.

Altium is challenging designers to rethink the way they approach electronics design, and this online exhibit explains how.

The whole electronics design process is being turned on its head, with engineers seeking to develop their next generation electronics designs without being compelled to start with the choice of hardware. Engineers can now create their functional intelligence using Altium Designer, and then use Altium's desktop NanoBoard to snap on IP as they need it. With Altium's next generation electronics design solution, it has never been simpler for engineers to develop a concept, explore devices, create prototypes and take the design to market.

Altium's virtual exhibit is fully interactive and includes 'talk to an expert' and booth chat, which will allow participants to talk to Altium's expert staff from all over the world. Visitors to Altium's online booth can also chat to other engineers interested in Altium's solutions.

Engineers can completely control their exhibit experience and only view videos or articles that interest them most. On-demand videos from 'Altium TV' allow engineers to watch design features in action, while the 'downloads' section provides access more in-depth information.

“Virtual PCB is a great new medium that illustrates Altium’s point, that we have never been more connected to other people, to other devices and to other media. Today’s challenges require a new, holistic approach to electronics design and Altium offers that in its next generation electronics design solution,” said Alan Smith, Associate Director Corporate Communications.

“Today’s electronics designers are looking for a new way to break through in electronics design. Older, piecemeal processes no longer provide the design freedom required for innovation. Altium breaks down those barriers and provides all the hardware and software electronics designers need to experiment with and implement their next generation designs.”

Altium has developed its next generation electronics design solution to make concept exploration, device experimentation and rapid prototyping easier, using a holistic design environment. A new Field Instrumentation dashboard helps designers overcome some of the challenges of testing or remotely monitoring designs inside FPGAs. And a new plug-and-play Software Platform Builder helps designers quickly 'snap' together systems and exploit a standard set of services within the 'soft' hardware environment created inside programmable devices.

Altium’s real-time 3D PCB features have been extended with faster real-time 3D design performance. The latest release of Altium Designer improves the memory and speed of the 3D PCB graphics system – by up to seven times. Also faster is 2D drawing, by up three times; 2D transparency, over 11 times faster; highlighting and masking, over nine times faster; and 3D rotation, up to five times faster.

“Altium's Innovation Station has turned my design process upside down – for the better. Prior to the Innovation Station, my typical design process included a preliminary hardware design then a software design to begin prototyping. This often led to a hardware redesign. Now, I can literally have complex prototypes running on the Desktop

NanoBoard within hours or even minutes. This is because the soft design precedes the hard design, which eliminates the need for a hardware redesign,” Kylee Sealy, engineer, Enginuitive Technologies.

For more information, or to register for Virtual PCB, please visit <http://www.virtual-pcb.com/>

Event Details:

Web Address: <http://www.virtual-pcb.com/>

Dates: Opens: 8am (EST) February 24, 2009
 Closes: 5pm (EST) February 25, 2009

ENDS

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.

Founded in 1985, Altium has headquarters in Sydney, sales offices in the United States, Europe, China, and resellers in all other major markets. For more information, visit www.altium.com.

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