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## Altium appoints Canadian reseller to help businesses be more innovative

**SYDNEY, Australia – May 14, 2009** – Altium has appointed a new reseller in Canada. Neutronics Components will sell Altium's unified electronics design solution, Altium Designer, as well as its reconfigurable Desktop NanoBoard.

Altium is increasing its presence in Canada as the recession highlights the need for more innovation. Recent reports from Canadian Government advisory group The Science, Technology and Innovation Council indicate that while there is a strong research and development base in Canada, this has not translated into commercial products and services.

“Altium offers a complete out-of-the-box solution that allows every engineer, regardless of budget, organization or expertise, to develop next generation electronics designs,” comments Joe Lazzara, Vice President of Sales and Co-Founder of Neutronics. “In these tough economic times, engineers are looking for a sustainable competitive edge, and Altium’s holistic approach helps provide that.”

“The current economic climate has placed more pressure than ever on electronics designers to be innovative,” said Gaffney, Senior Vice President & General Manager Americas. “As the economy contracts and international competition becomes fiercer, electronics designers will need to answer tough questions. They understand that it’s time to change and start doing things differently. Our solutions and price point now combine

to help designers make the changes they need to create next-generation electronic products.”

Altium is breaking down these barriers to innovation with changes to how it prices its solutions. Electronics designers can now buy Altium Designer for US\$195 per month, purchased in 12-month blocks.

Altium Designer's perpetual license price has also been permanently reduced to a single, global price of US\$3,995. Both license options include 12 months' software assurance, which delivers two major product releases per year, along with continuous updates. Perpetual licence holders can renew their software assurance each year and remain up-to-date for only \$1,500 per annum.

Altium has also dramatically reduced the price of its desktop NanoBoard NB2, its reconfigurable development platform. The desktop NanoBoard NB2 makes it easy to explore complex design and device trade-offs, move functionality between hardware and software at will, and rapidly develop systems within a graphical drag-and-drop, plug-and-play environment. It now costs US\$1,995.

By permanently reducing the price of its next generation electronics design solution, Altium removes a key barrier to innovation. Electronics designers can now plug into a continuous stream of new devices, technologies and developments that keep them at the forefront of technology. And by applying Altium's holistic approach to design, they can focus on the user experience as essential elements in the design process and develop the breakthrough products they need.

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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.

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](http://www.altium.com).

## Neutronics Components Ltd.

Founded in 1996, Neutronics is a service organization based in Canada. It provides solutions and services for the telecommunications, embedded systems, renewable energy, industrial and computing sectors. For more information on Neutronics, please visit, [www.neutronics.ca](http://www.neutronics.ca)

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