

## Altium European Media Contact

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## UK innovators pioneering next generation electronics design

### Mars Electronics, Marshall Amplification and Meridian Audio in a showcase of products on Premier EDA Solutions' stand at National Electronics Week

**EARL'S COURT, LONDON – June 16, 2009** – Altium and its UK and Ireland reseller Premier EDA Solutions are creating an innovation showcase with customers at National Electronics Week (NEW), being held June 16-18, 2009 at Earl's Court, London.

Premier's customers such as Marshall Amplification, Meridian Audio and Mars Electronics lead 20 other companies displaying some of their most successful designs, all created using Altium software. The intent is to demonstrate that innovation in electronics design still thrives in tough economic times.

Electronics designers face a number of challenges: the economic downturn, the ever-increasing pace of technological change, poor tool selection and increased competition, including from new players around the world. At the same time, users of both industrial and consumer electronic products increasingly seek access to connected 'ecosystems'.

The next generation of electronic products must therefore be designed to meet these requirements. Altium's holistic approach helps electronics designers differentiate themselves from their competitors, and overcome the challenges they currently face.

Using Altium's next-generation solution, designers have the freedom to explore which new features are added to their end product. They can design a continuing, connected relationship with their end users. And they can explore new ideas, experiment with new devices, design hardware, software and programmable hardware, quickly create prototypes, and then move to custom board design and manufacture, all within a single application, with fewer constraints, and without having to commit too early to hardware.

"The economic downturn is acting like a smoke screen for the real issues facing electronics designers. Constraints on creativity, fewer investments in growth and reliance on out-dated design methodologies are creating barriers to innovation. If organisations want to survive the post recession climate, there needs to be a greater emphasis on research and development," said Phil Mayo, Managing Director of Premier EDA Solutions.

"This is where Altium Designer helps. Its holistic approach to design allows engineers to be creative and rapidly develop connected, intelligent systems relevant to today's tech-savvy market."

Altium is helping to break down these barriers to innovation with changes to how it prices its solutions. Electronics designers can now buy Altium Designer for €160 per month, purchased in 12-month blocks.

Altium Designer's perpetual licence has also been permanently reduced to €3,200. Both licence options include 12 months' software assurance, covering two major product releases per year and all continuous updates. Perpetual licence holders can renew their software assurance each year and remain up-to-date for €1,200 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 €1,600.

ENDS

### **Event Details:**

Location: Premier EDA Solutions, booth F20  
National Electronics Week  
Earl's Court Exhibition Hall 2, London

Dates: June 16-19, 2009

### **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).

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### **About Premier EDA Solutions**

Premier EDA Solutions is the most successful value added reseller for Altium products worldwide and is responsible for customers in the UK and Ireland. Their spectacular growth over the past 15 years has positioned Premier as one of the leading providers of mainstream EDA tools in the territory.

In addition to the EDA software portfolio, Premier operates an extensive training operation. Premier is dedicated to providing essential skills for the electronics industry and is an IET Endorsed Provider and IPC Authorised Training Centre.

