

## Altium European Media Contact

Gabriele Amelunxen  
PRismaPR  
Bahnhofstrasse 7  
D-85604 Zorneding/München  
Germany  
[www.prismapr.com](http://www.prismapr.com)  
Telephone: +49 8106 24 72 33  
E-Mail: [info@prismapr.com](mailto:info@prismapr.com)

## Altium Media Contact:

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

## **Altium strengthens presence in France Altium introduces new reseller at SAME Forum**

**Sydney, Australia – September 30 2008** – Altium, the world’s leading supplier of unified electronics design solutions has appointed CADvision as its channel partner in France. Altium and CADvision will launch its new partnership at the Sophia Antipolis MicroElectronics (SAME) Forum, held October 1-2, 2008.

The joint exhibition will feature the Altium Innovation Station. The Altium Innovation Station combines the award-winning Altium Designer unified electronics design software with the newly-extended Altium NanoBoard range of reconfigurable hardware platforms.

The result is a complete electronics design environment that puts device intelligence at the center of the design process. This enables designers to create real and sustainable differentiation through continuous design innovation.

Using the Altium Innovation Station, designers can design in the soft domain, without having to pre-determine the hardware platform on which the product will be delivered. Its unified environment allows them to easily exploit today’s low-cost, high-performance programmable devices to create and deliver the intelligence they need to create sustainable differentiation. They can then rapidly create prototypes and explore new concepts, and then quickly and easily test, analyse and debug the design. The reconfigurable Innovation Station allows designers to compare the performance benefits and trade-offs of different devices without changing their design.

Altium's new partnership reflects growing customer demand in France for Altium's next-generation design solutions. CADvision will offer direct access to Altium solutions across its regional organizations, and provide tailored sales and support services for its local electronics engineers. It will also deliver Altium's greater growth strategies to expand its services and increase awareness and sales of Altium's unified electronics design solutions in the French market.

"CADvision holds a unique advantage for Altium," comments Frank Hoschar VP Sales EMEA Altium. "Its extensive experience and proven track record in both the ECAD and MCAD industries combine with its expertise in Altium's unified electronic design solutions to create a very effective extension to our sales operations in Europe, and in France in particular. Altium has seen strong growth in the EMEA region over the past financial year, and with the help of CADvision, we will be able to build on this growth and start realizing the potential of the French electronics design market."

"We have selected Altium for its visionary approach to electronics design. The unified design environment is completely new to the EDA market," comments Julien Markarian, Managing Director of CADvision. "We are attracted to the product's quality and Altium's clear and efficient sales strategy. We look forward to contributing to Altium's business in France."

Event Details:

Location: Altium / CADvision booth #21  
SAME Forum  
Spaces Antipolis  
300 Route de Crêtes  
06902 Sophia Antipolis  
France  
Dates: October 1 - 2, 2008

ENDS

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

Altium, Altium Designer, and LiveDesign, and their respective logos are trademarks or registered trademarks of Altium Limited or its subsidiaries. All other registered or unregistered trademarks referenced herein are the property of their respective owners, and no trademark rights to the same are claimed.