

## Altium European Media Contact

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## Industry and consumer electronics product design showcase:

### Altium at embedded world

### 40 new features, 230 enhancements, and customers to provide insights into next generation electronics design

**Karlsruhe, Germany - January 9, 2009** – Altium will be joined by customers from a range of industries to provide demonstrations and insights into the latest release of Altium Designer at this year's embedded world show.

Altium's live demonstrations will focus on how Altium Designer can help designers exploit today's low-cost, high-performance FPGA devices. Altium's latest release has a number of new design technologies and concepts to help electronics designers innovate, capitalise on advances in technology, and make the task of designing a product and getting it to market easier and faster.

Altium has introduced new concepts in Altium Designer that let designers explore future techniques and design possibilities inherent in programmable devices. A new Field Instrumentation dashboard will help designers overcome some of the challenges of testing or remotely monitoring designs inside FPGAs. And a new plug-and-play Software Platform Builder will help designers quickly 'snap' together systems and exploit a standard set of services within the 'soft' hardware environment created inside programmable devices.

Altium has also extended Altium Designer's real-time 3D PCB features with faster real-time 3D design performance. And the latest release 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.

Engineers interested in how Altium Designer is used to make next-generation electronics designs can view some of the latest customer innovations at Altium’s customer showcase. High profile customers will display some of their most successful projects developed using Altium Designer. Well-known Altium customers include Bang & Olufsen, Philips, and Wincor Nixdorf amongst others.

"The current difficult economic outlook is encouraging everyone to take a step back and examine what makes them, and the products they create, unique. Our job is to facilitate this process by creating the tools that help electronics designers make this happen," said Frank Hoschar, VP Sales & Support, Altium Europe.

"The many enhancements in the new winter 09 release of Altium Designer will give a significant boost to designer effectiveness. But it's the radical new systems, such as the Software Platform Builder and Field Instrumentation dashboard, that provide the foundations on which to lift the way electronics design is done in the future to new levels."

Engineers wanting to learn more about Altium can also register for a hands-on workshop at the embedded world Conference, held at embedded world. The workshop will provide first hand experience of Altium’s unified design solution. Electronics designers, regardless of experience or background, will learn how they can deliver sustainable differentiation through innovation. The workshop is called “Unified Design – Innovative Architectural Design Methodology for Embedded Systems” and will be held Tuesday, March 3, 2009.

For more information on embedded world visit, <http://www.embedded-world.de/en/>, or to register for Altium's "Unified Design – Innovative Architectural Design Methodology for Embedded Systems" workshop visit, <http://www.elektroniknet.de/home/termine/foren/embedded-world-conference-2009/program/classes/>

#### Event Details:

Location: Altium booth #236, Hall 11  
embedded world 2009  
Exhibition Centre, Nuremberg  
Germany

Dates: March 3-5, 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, Japan, China, and resellers in all other major markets. For more information, visit [www.altium.com](http://www.altium.com) or contact:

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### **About embedded world**

embedded world is the world's biggest exhibition and conference for the international embedded community. Held annually, embedded world hosts more than 675 exhibitors from 28 countries showcasing hardware, tools and services. More than 17, 341 engineers attended embedded world in 2008.

For more information please visit, <http://www.embedded-world.de/en/>