Media Release

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Altium at electronica: solving 25 years of electronics design pain - designers can now link and review MCAD designs dynamically from within Altium Designer

Sydney, Australia – electronica 2008, Munich, Germany – November 11, 2008 – Altium is demonstrating its technology that, for the first time, lets electronic designers fit their boards into enclosures in real time, in 3D, without guesswork at electronica 2008. Visitors to Altium's stand can see how to eliminate the numerous costly, "trial-and-error", "wait-and-see" ECAD-MCAD iterations that, until now, have delayed bringing a product to market.

Electronics designers continue to seek new ways to innovate, to create the next generation of electronic products. Altium believes that a unified approach to electronics design, which now links to the MCAD world, must replace the current silo approach of loosely-connected design tools that go to making an electronic product and bringing it to market.

Being able to manipulate the enclosure and make design decisions in real time, during the electronics design process, is a crucial step forward in unifying broader product design processes with electronics design. It's now easy for electronics designers to collaborate directly with their mechanical design peers.

Building on Altium's earlier, ground-breaking real-time 3D PCB visualisation technology, it's now possible to link to external STEP models from within Altium Designer to bring, for

example, the model of the casing into the PCB design environment. By using the non-proprietary STEP 3D file format as a mechanism, Altium allows ECAD-MCAD collaboration without forcing organizations to purchase costly integration add-ons or use a specific mechanical CAD package.

Altium Designer lets designers create the board shape directly from the case model, do full mechanical fit and clearance checking, and update their board design or component choice and placement to ensure a perfect fit and conformance to physical design constraints. If the mechanical designer changes the case design, this is updated within Altium Designer. The complete board design can also be output by Altium Designer as a STEP model for use by the mechanical designer.

Electronics designers can interactively adjust board layout, component placement and even component package choice to suit the proposed enclosure design. They can ensure that the PCB complies with mechanical clearance constraints – tested directly against the real enclosure design – before the board is sent for prototyping or manufacture.

This technology will significantly reduce the number of time-consuming, error-prone and costly design iterations currently necessary to close the ECAD-MCAD loop, and will, for the first time, allow real collaboration between these increasingly interdependent areas of design.

Contact Altium, or go to stand A1.506 to see Altium's unified electronics design solution in action, and to book a live web demo.

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, please visit www.altium.com or contact:

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