Media Release

Altium European Media Contact:

Monika Cunnington
PRismaPR
24 Oaktree Close
Letchworth, SG6 3XY
United Kingdom
www.prismapr.com
Telephone: +44 1462 64 07 79
Email: monika@prismapr.com

Altium Media Contact:

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

The secrets to next-generation electronics design success revealed

Altium holding live product demonstrations at electronica 2008

Sydney, Australia – electronica 2008, Munich, Germany – November 11, 2008 – Altium, the industry's leading developer of unified electronic product development solutions, is revealing the secrets to next-generation electronics design at **electronica 2008 in Hall A1, Booth #506**.

The live demonstrations will show how electronic designers can deliver sustainable differentiation through innovation in electronics design. Altium is exhibiting the latest version of its unified solution, and how it can exploit today's low-cost, high-performance FPGA devices.

Demonstrations will focus on the Innovation Station, Altium's complete off-the-shelf solution that places intelligent devices at the centre of the design process. By using Altium's Innovation Station, engineers are no longer constrained to a hardware configuration or a pre-determined programmable device. Because Altium's solution works on a single data model, previously disparate design disciplines are intrinsically linked. Changes can be made to the design without the documentation and formatting issues that often inhibit innovation.

Visitors to the Altium stand will also see showcased products from innovative companies such as Audio Mobil, Vestas Wind Systems, Philips, Unitel, KOMPAN, and more. Examples will vary from car infotainment systems to the world's first fully automatic lawn

mower from Husqvarna. They are examples of the innovation deployed by engineers using Altium's solutions, and illustrate how they can truly differentiate their products when they unify the electronics design process.

Altium believes that product sustainability can no longer be realized through traditional time-to-market strategies. By combining hardware, software and programmable hardware development into one design environment, engineers can shift core functionality from the constraints of hardware to intelligent devices, such as FPGAs. The result? Companies move from survive to thrive in today's worldwide electronics market.

Altium's expert staff will also demonstrate how engineers can prevent the time-consuming design revisions that occur when collaborating with their mechanical design peers. Altium is showing its revolutionary MCAD-ECAD collaboration technology that allows designers to dynamically link to STEP models within Altium Designer and perform clearance checks that can save on board iterations. At last, the question "will it fit?" has been answered.

The new technology builds on Altium's 3D visualization engine introduced last year, and allows engineers to fully interact and adjust a 3D model of their board, complete with its mechanical casing. This is the first time 3D STEP files have been brought into the ECAD space, meaning engineers can now collaborate more successfully with their mechanical counterparts.

New unified electronics design features that remove design barriers and pain

The latest version of Altium's unified electronics design solution delivers features that cover all areas of electronics design. At the board level, PCB-level pin swapping, auto-optimisation, BGA fan out, and system-wide differential pair support make using FPGAs on a board so much easier and effective, even for those who aren't PCB design experts.

A new routing engine not only makes board design faster and easier for specialist PCB designers; when combined with the general editing environment and real-time 3D PCB visualisation capabilities, it also lets those less experienced in board design turn out workable boards faster and easier.

C programmers, as well as creating application code within Altium Designer, can now create hardware directly using their existing C coding skills and link this hardware into the wider FPGA-based system. Indeed, the entire programmable design process can be done by software or board-level designers without any specific FPGA design expertise.

Ready-to-use FPGA components borrow from board design methodologies to enable functionality to be moved off the board and into the programmable domain. C-to-hardware compilation lets programmers use this FPGA hardware to accelerate application execution and define the platform on which their code runs.

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.

Event Details:

Location:	Altium booth A1.506 electronica 2008 New Munich Trade Fair Centre Germany
Dates:	November 11-14, 2008

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 or contact:

Altium Europe GmbH
Technologiepark Karlsruhe
Albert-Nestler-Strasse 7
D-76131 Karlsruhe
Germany
Telefon: +49(0)721-8244-300
Fax: +49(0)721-8244-320
E-Mail: info.de@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.