

## Corporate Media Contact

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## **Altium expands Russian sales channel**

### **Appoints Nanosoft as value added distributor and recruits additional value added resellers in Russia and the CIS**

**MOSCOW, Russia – February 8, 2010** – Altium has appointed [Nanosoft](#) as its new value added distributor in a rapid expansion of its business in Russia and the CIS.

Altium and Nanosoft are actively recruiting resellers, with 15 already technically and commercially trained and certified. Altium expects to double this number over the next 12 months to expand sales and support across the CIS.

This new sales channel will report to Altium country manager Evgeny Shikhov.

Altium is expanding its business in Russia and the CIS to tap into what it believes is a huge potential for its next generation electronics design solutions. According to the Information-Analytical Center, the Russian electronics industry has more than 2,500 enterprises and 360,000 employees. Large investments see the sector continuing to expand.

Altium is also currently running a large amnesty campaign for users of pirated copies of its older P-CAD and Protel design software. The amnesty, launched in November and supported by the Business Software Alliance (BSA), supports the migration of users of this pirated software to the latest version of Altium Designer with a one-year amnesty for

each legalized seat. [Altium Designer](#) is the successor to the well known and widely used P-CAD and Protel design solutions. In a single solution, using a single data model, it lets designers create products in all three design domains: PCB layout, programmable hardware and software.

The new sales channel is the infrastructure Altium will now use to grow new business, taking Altium Designer to new customers across Russia and the CIS. “The new channel structure, with Nanosoft as value added distributor responsible for channel, sales and marketing activities in Russia and the CIS, is the next major step to developing this exciting market,” said Martin Harris, Vice President EMEA at Altium.

“Most importantly, we can now get closer to our customers across the region to support them in modernizing their electronics design processes. The next generation of electronic products will require a higher level of connectivity with the web. And the electronics embedded in products continue to represent more and more of the overall value of those products. Being able to manage the electronics design processes effectively without stifling innovation is what will define “success” in electronics design in the future. Altium Designer delivers that required level of electronics design data management today.

“Electronics designers in Russia and the CIS can now compete on a level playing field with competitors anywhere in the world.

“In Nanosoft, Altium has a modern, innovative, highly professional value added distribution and marketing organization as a partner.”

“We are proud to represent and distribute one of the best in class solutions in the Russian and CIS market,” said General Director of Nanosoft Maxim Egorov. Altium products which cover the demands of the electronic industry will perfectly fit our

business. So we can provide our 100+ partner-channel with a truly balanced portfolio of CAD solutions.

Information on [Altium Designer](#), the latest [new features](#), and those added over the past [12 months](#), is on Altium's [web site](#). More detailed information on Altium Designer is at the [Altium Wiki](#). Information on Nanosoft is on the [company's web site](#).

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### **About Altium**

Altium Limited (ASX:ALU) provides next generation electronics design software that breaks down the barriers to innovation. Altium's unified electronics design environment links all aspects of electronics product design into one process, in a single application. This helps electronics designers 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 Nanosoft**

Nanosoft was founded in April 2008. The company focuses is the development and marketing of CAD solutions, including the revolutionary nanoCAD free CAD platform for third- party developers. All Nanosoft CAD solutions are based on the nanoCAD platform.

Nanosoft is the distributor of CAD solution from Altium Limited and GRAPHISOFT. Visit [www.nanocad.ru](http://www.nanocad.ru) for more information.