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More than 500 North American companies switch to Altium **New customers reporting significant productivity improvements**

SYDNEY, Australia – February 22, 2009 – Altium has announced a banner year in “new logo” acquisition. During the past 12 months, the company’s North American operation alone has acquired more than 500 new U.S. customers. All are newcomers to Altium’s electronics design solution Altium Designer.

Altium Designer’s single data model and unified architecture provide a system development platform for FPGA, PCB and embedded software development, in a single application. In addition to the electronics design authoring tools in Altium Designer, this platform architecture also provides intrinsic electronics design data management and IP support courtesy of the unified architecture.

“Electronic product design is at an inflection point where tool-chain approaches are struggling to meet the needs of today’s complex process and data management needs,” said Gerry Gaffney, regional CEO of the Americas for Altium. “Altium’s unified approach to electronics design clearly resonates with these new customers, who come from many market sectors.

“They tell us they can see new ways to grow their businesses in increasingly complex and competitive markets, increase their productivity and lower their costs – and do all this without compromising innovation.”

In December 2009, Altium surveyed these new customers to discover how their design processes had changed.

Productivity had improved markedly: 84 percent of Altium's new users had experienced improvements of more than 200 percent.

Replacing design tools and environments can seem daunting, yet 85 percent of Altium's new users found the migration to Altium Designer as expected, or easier than expected.

And the word is spreading: 89 percent of Altium's new users would recommend Altium to colleagues.

"Nuvation works with virtually all major PCB EDA tool flows," said Michael Worry, CEO of Nuvation. "We ran a [bake-off](#) in 2008 and were quite surprised when Altium Designer jumped out as the superior tool. We've since implemented Altium as our primary tool, including the library management system, and are quite impressed with the remarkable productivity improvement we are realizing with the added features and efficiencies."

Information on [Altium Designer](#) is on Altium's [web site](#) and the [Altium Wiki](#).

Note to bloggers, journalists, and analysts: Altium is available to present full survey results and customers are open to interviews.

ENDS

About Altium

Altium Limited (ASX:ALU) provides next generation electronics design software. 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. For more information, visit www.altium.com.

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