

Free to Innovate – Liberating Electronic Product Development



Altium
IEEE Consumer Electronics Society
San Jose Chapter - February 2007

Overcoming electronic product
design barriers ...

... what barriers?



Design barriers...

Locking down the system architecture
and choice of silicon at the very
beginning of a project



Design barriers...

Partitioning designs so early in the design process while adopting processes that make logic movement difficult



Design barriers...

Developing hardware and software in isolation when they are so integrally related



Design barriers...

Difficulty accessing the latest technologies



Design barriers...

Insisting on using a collection of loosely-connected point tools for what is a singular problem



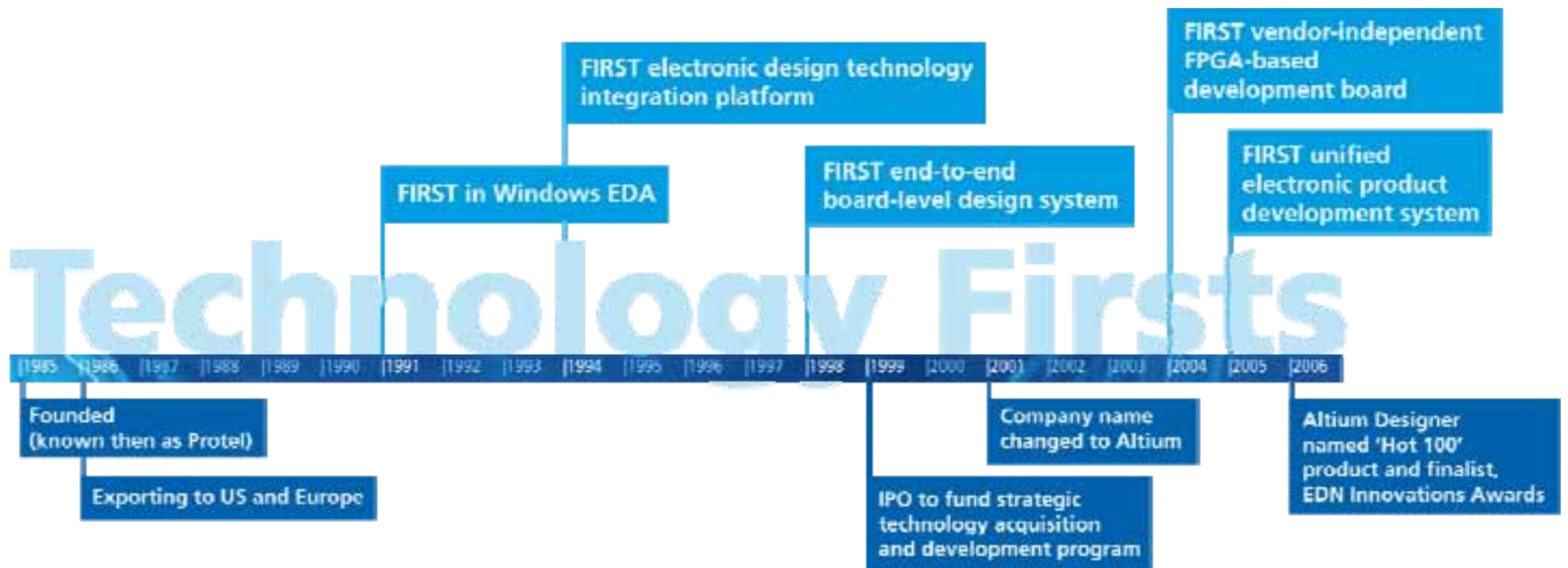
**Unfortunately for engineers,
most EDA companies are ignoring
these very fundamental problems**



“To break down the barriers to innovation and technological advancement and provide every engineer with easy-to-use tools that allow them to create, invent and deliver products that enable the advancement of society.”



- Nick Martin, Founder and CEO, Altium Limited

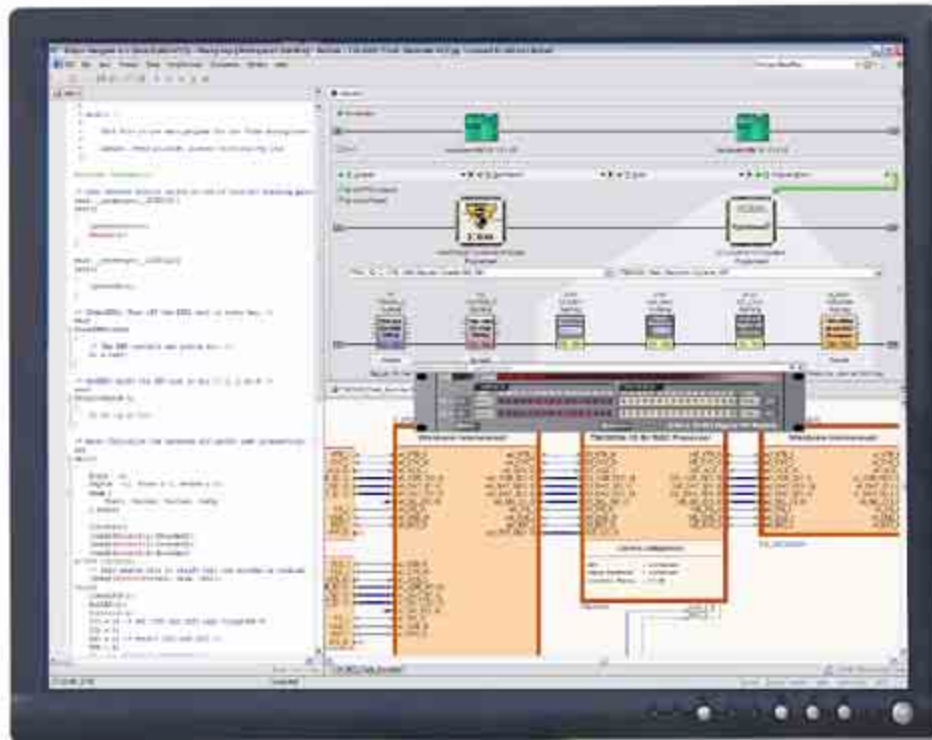


**Altium
Designer**

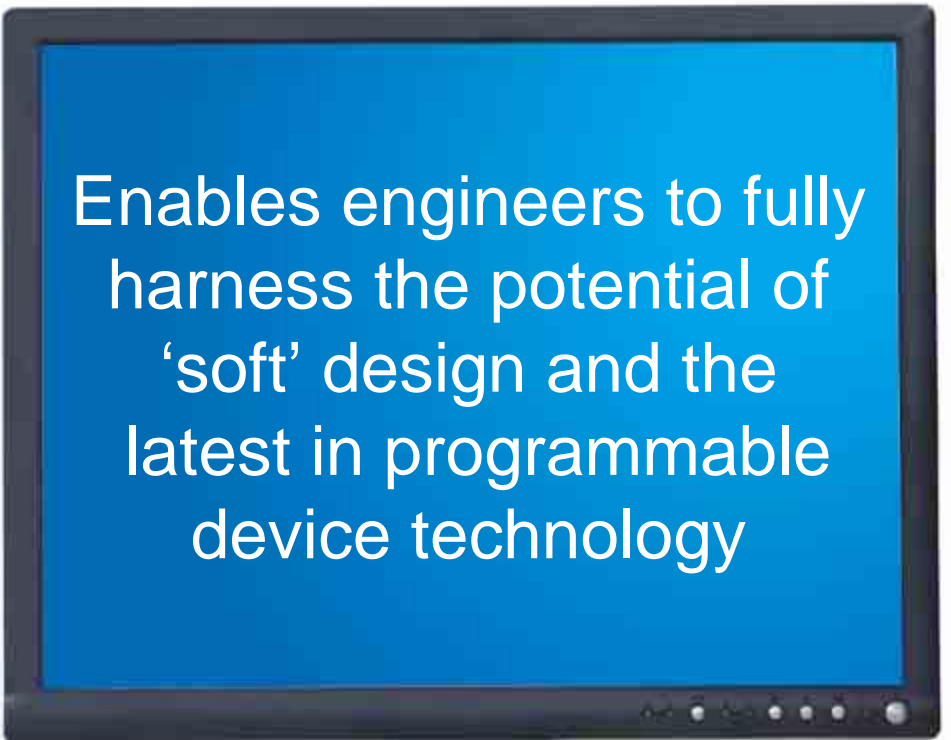
Introducing Altium Designer

**Altium Designer is the world's first
and only unified system that encompasses
all aspects of Electronic Product Development**

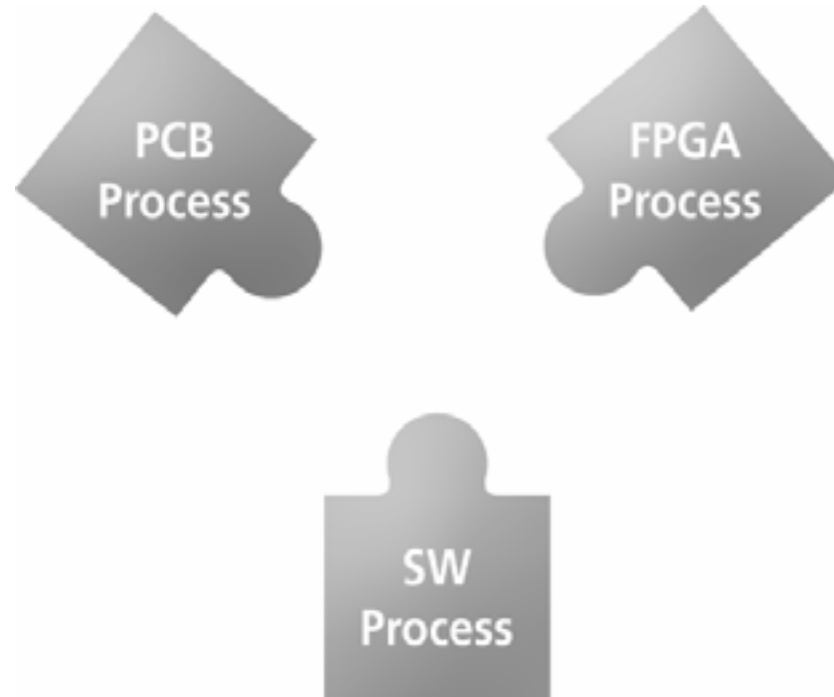




Enables engineers to fully harness the potential of 'soft' design and the latest in programmable device technology

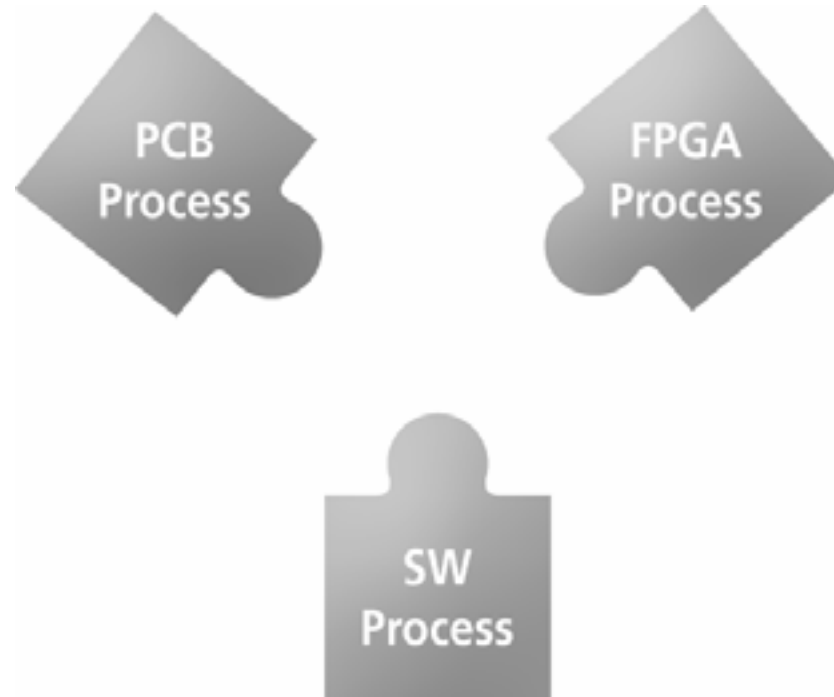


**Allows
you to ...**



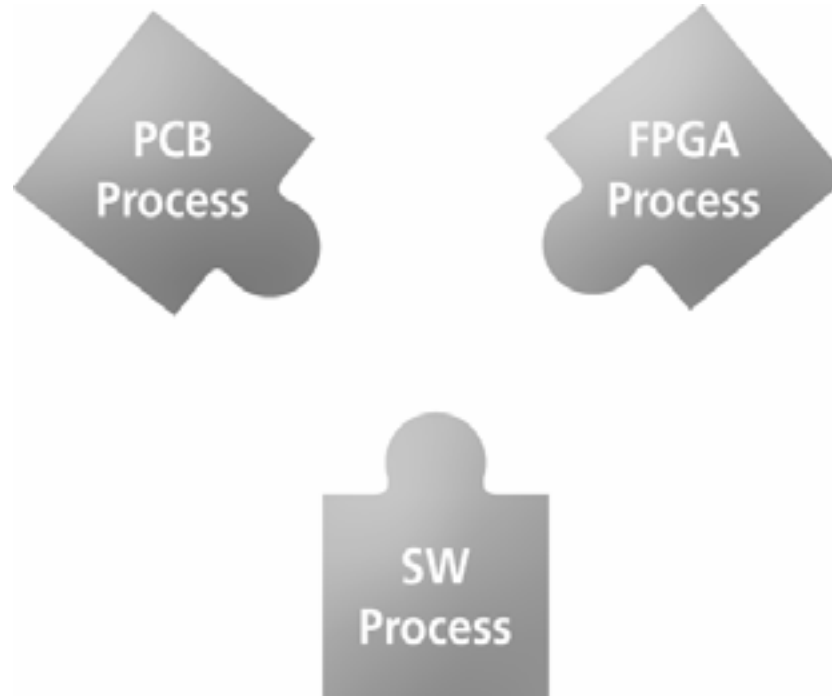
**... develop software without
having to first lock down system hardware**

**Allows
you to ...**



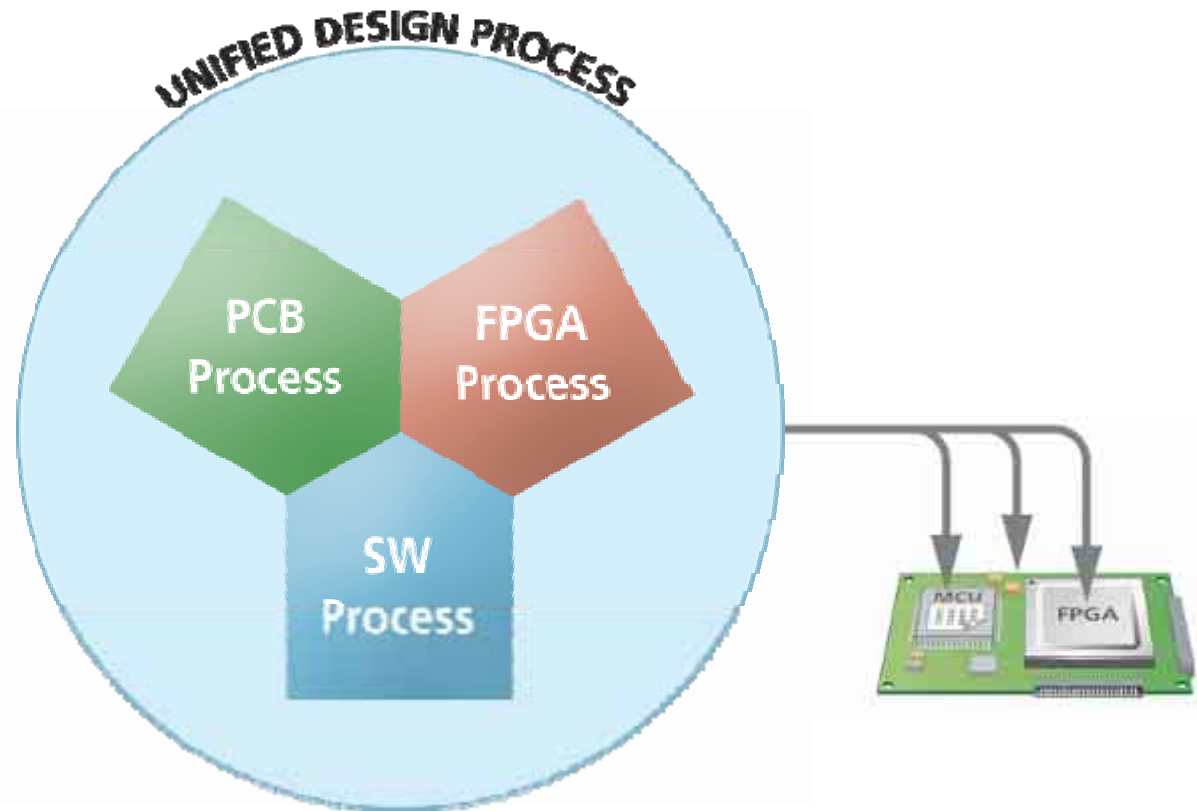
**... use programmable
hardware to simplify board design**

**Will allow
you to ...**



**... transparently offload software functionality into
programmable hardware**

**Allows
you to ...**



**... unify the entire
electronic product development process**

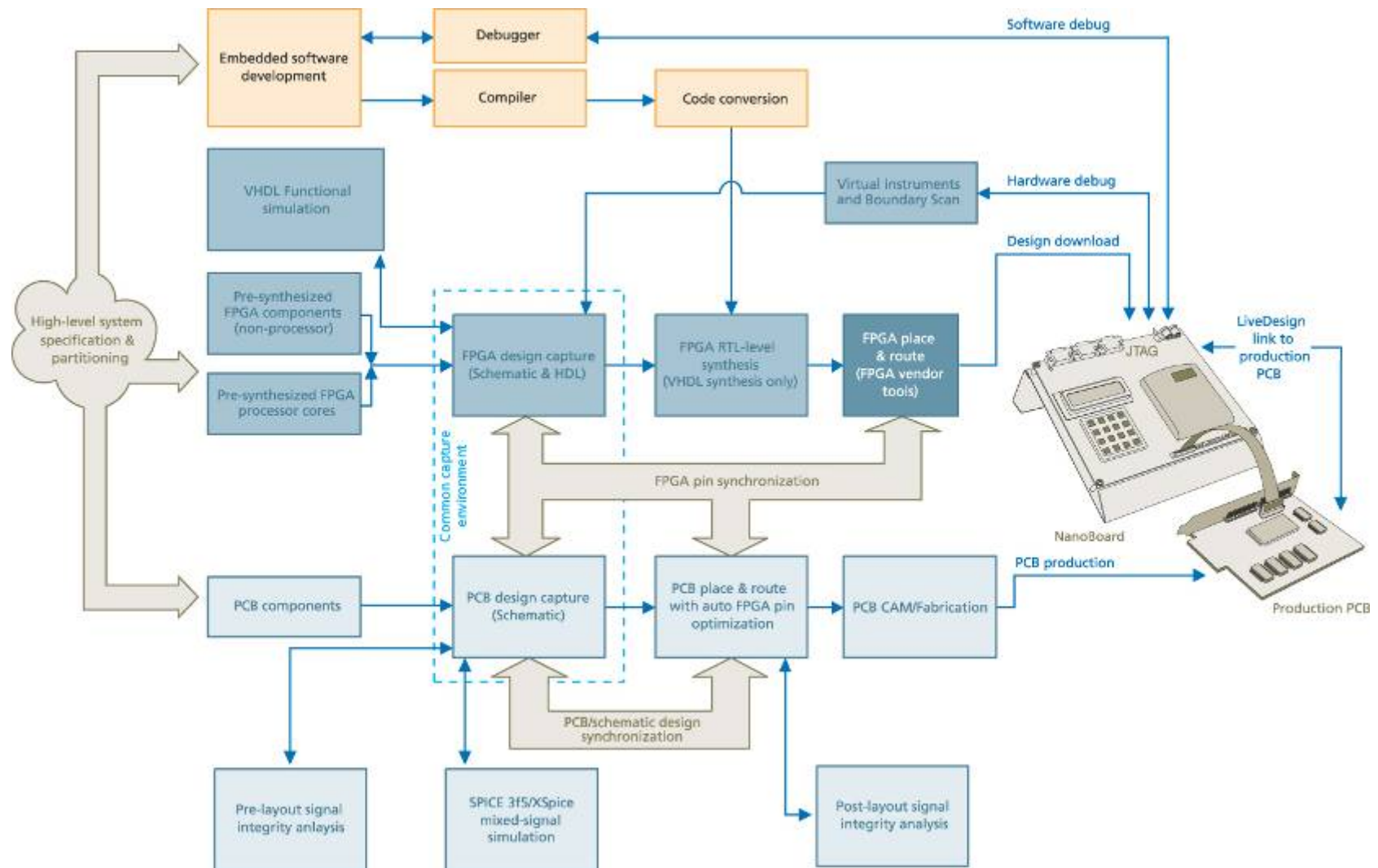
Immediately identifiable benefits of FPGAs:

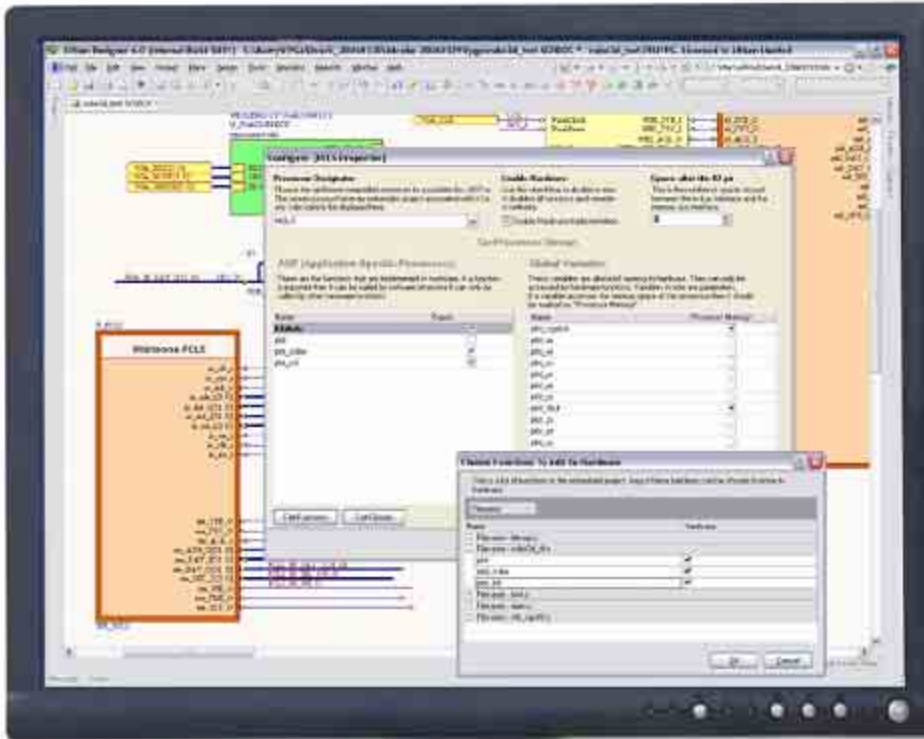
- Integration of logic
- Performance gains
- Easier to change than a PCB
- Cheaper than ASICs

Deeper benefits of FPGAs:

- The intelligent portions of a design can get 'softer'
- Distinction between hardware and software is blurred
- Previously separate design processes and domains can converge, enabling designs to be optimized across hardware and software
- Opportunity to invert current design practices and change our design paradigm

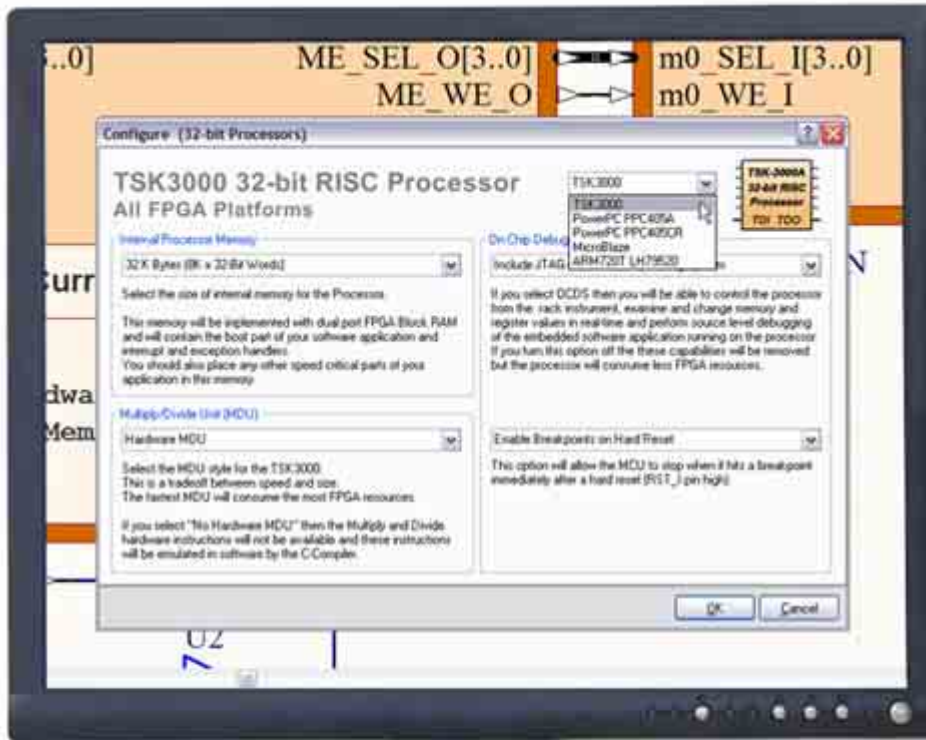
**... is a unified system that
harnesses the full power of FPGAs.
It eliminates
electronic product design roadblocks
& paves the way to
getting more innovative products
to market faster than ever before**



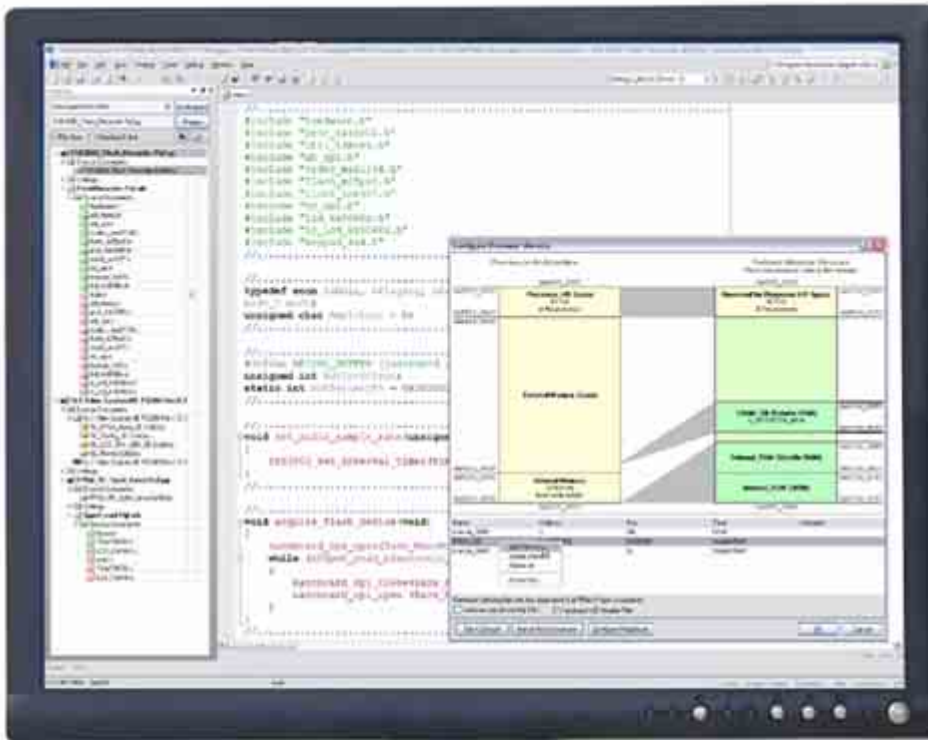


Apply existing design
expertise and knowledge
in new and
innovative ways

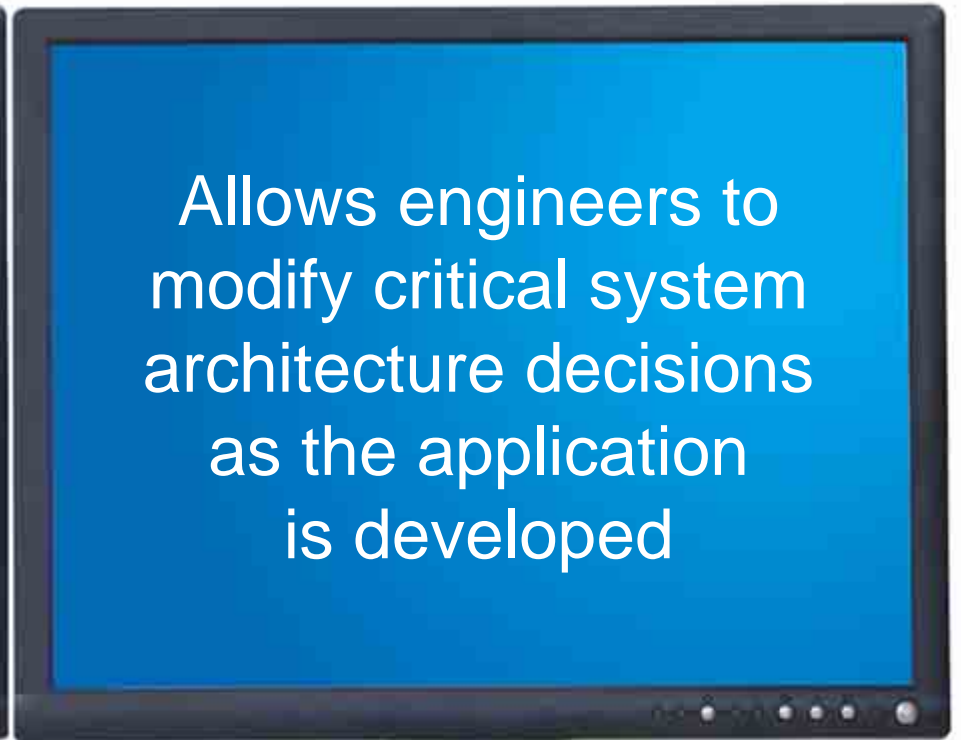


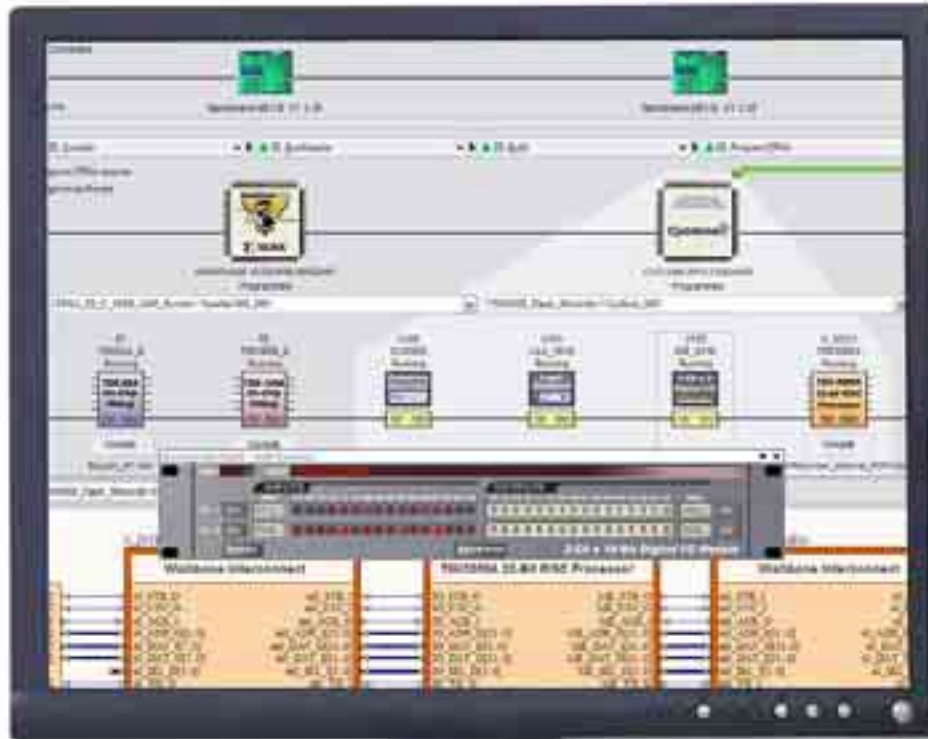


Gives engineers
the freedom
to experiment with
different system
implementation paths

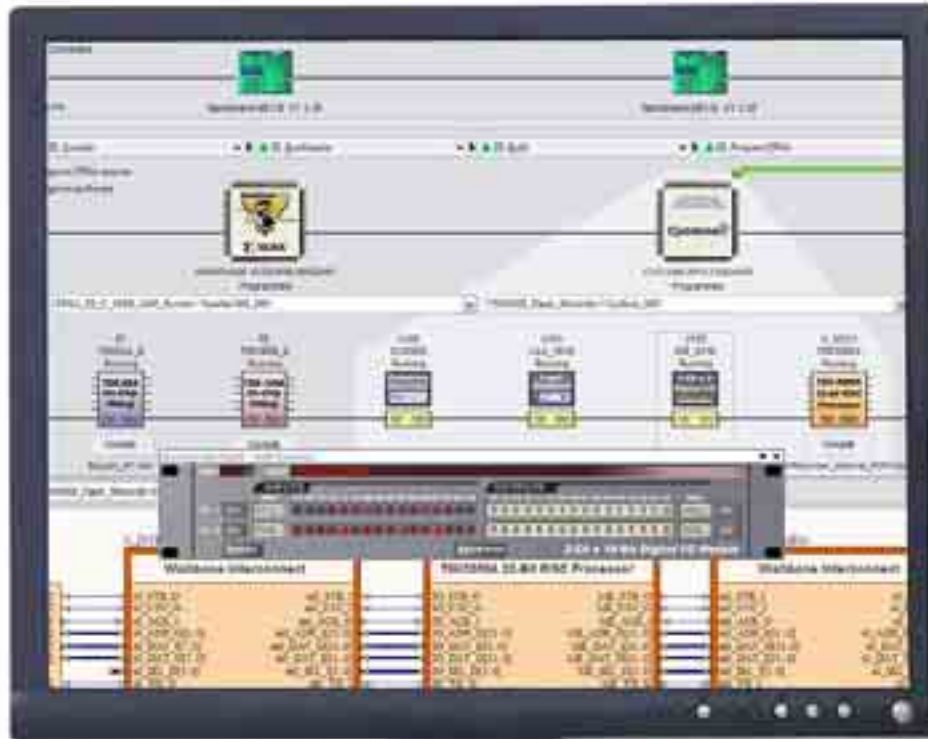


Allows engineers to modify critical system architecture decisions as the application is developed





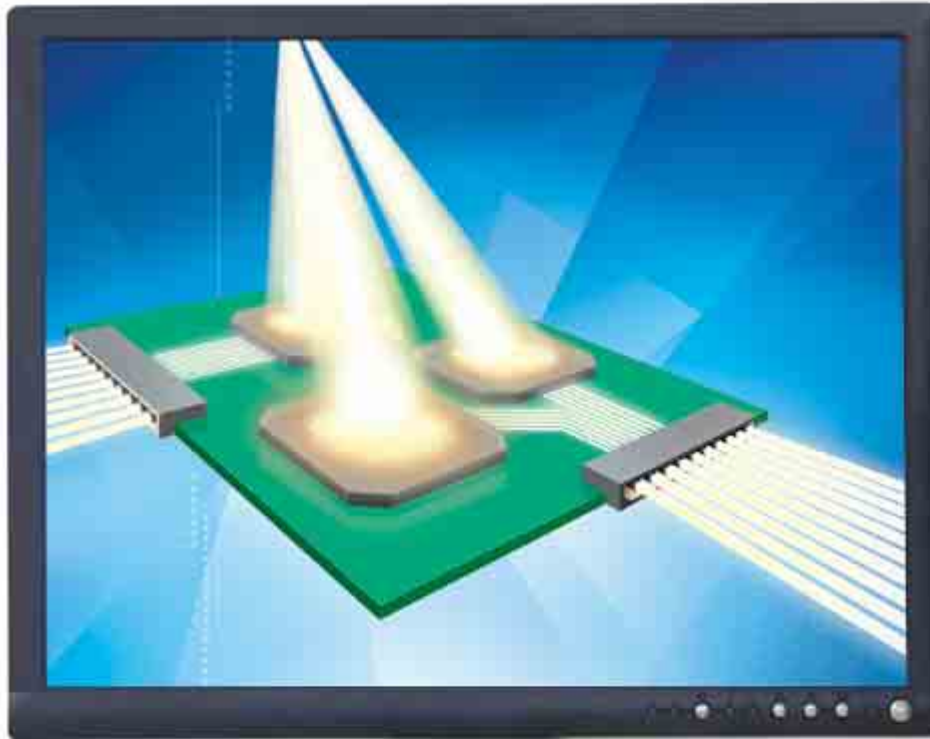
Enables engineers to work with wide range of devices from different vendors without needing to retool



Allows your organization to efficiently manage design data 'out of the box'

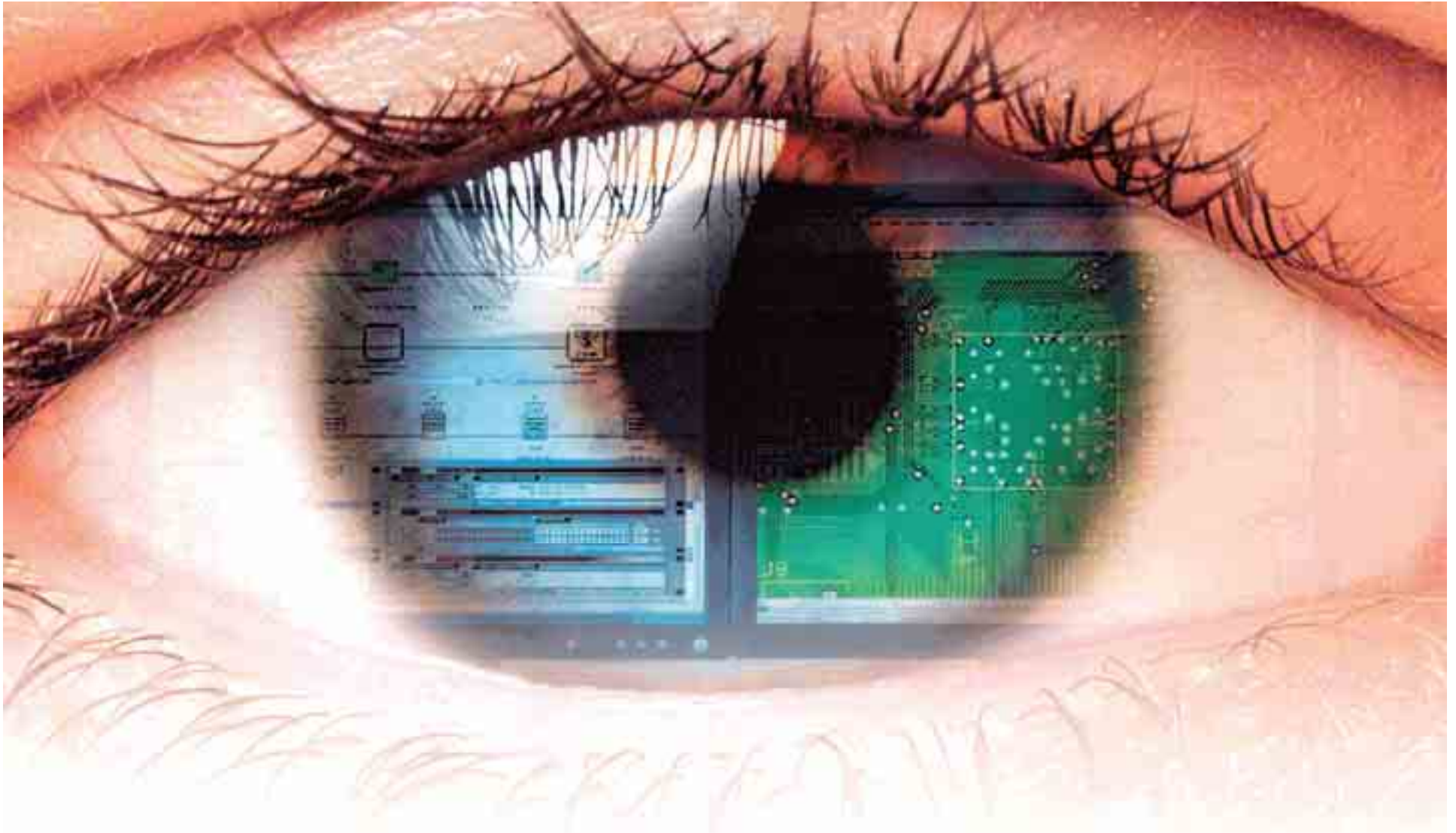
**Altium
Designer**

Altium Designer



Harnesses the potential
of today's electronics
technology in a singular
unified environment,
that promotes design
innovation





Open your eyes to new design possibilities
SEEING IS BELIEVING!