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Australian export drives Chinese innovation

Altium invests in new China education, licence amnesty programmes to accelerate software exports to China

Shanghai, China, and Sydney, Australia – Australian electronics design solutions company Altium has announced significant investments in China which will accelerate the migration of users to Altium's latest-generation electronics design tool, and boost the teaching of unified electronics engineering in Chinese universities.

The new investments are: an amnesty for users of unlicensed Altium software; and sponsored programs, special pricing, inclusive training, and electronics engineering centres of excellence in selected Chinese universities.

The Chinese government's national policy to accelerate Chinese innovation and support the protection of intellectual property, and the estimated 300,000 users of Altium's software in China, create a strong opportunity for Altium to grow its export revenue even further (currently 96% of Altium's sales are from outside Australia).

"Altium believes China can become a worldwide electronics design power house, in consumer and industrial electronics," said Emma Lo Russo, Altium's President and Chief Operating Officer. "The Chinese government's national commitment to move from 'made in China' to 'design in China' supports innovation from universities through to business. And China's electronics designers will turn to next-generation electronics design tools that allow innovation to become reality.

“Altium has a huge platform on which to build: 73% of Chinese engineers, and 80% of China’s electronics engineering students, use Altium solutions. This provides an enormous opportunity to migrate large numbers of engineers to licensed versions of Altium’s next-generation unified electronics design solution.”

The company believes it can convert a conservative 20% of these users, with the potential to translate into tens of millions of dollars in export sales.

This export success represents new opportunities for Australia’s IT sector worldwide. “Altium boasts a long-standing presence in China that is now starting to deliver real benefits,” said Christopher Wright, Austrade's Senior Trade Commissioner in Shanghai. “China's improved IP environment is allowing Altium to increase the transfer of Australian hi-technology expertise to China, and to work in partnership with Chinese businesses and academic institutions to drive innovation in China. It’s a powerful example of how Australian companies can drive growth and be successful in China.

“Altium's success shows that China's rise is not just about growth but also diversification, and demonstrates the potential of China's transition from a manufacturing centre to a global hub of design excellence,” said Austrade’s Wright.

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NOTES TO EDITORS

Background information: the Altium Investment in Innovation (I^3) Licence Compliance Program

The Altium I^3 Licence Compliance Program is an expanded collaborative licence amnesty and conversion program, based on providing access to the latest electronics design technology to provide enhanced value and benefits to users.

Altium has already doubled its conversion rate over the past six months, reflecting the increasingly favourable market conditions provide by the Chinese government’s national innovation campaign. The new program will see Altium introduce special pricing, inclusive of licence, training and localized language support, to encourage China’s engineers to

move to Altium's next-generation solution. Licensed users will have access to Altium's dedicated Chinese language forum, which is unique in the sector in China.

Altium will certify resellers to deliver the program across China, and will establish five training centres to support the program.

Background information: the Altium China Academic Program

The Altium China Academic Program builds on Altium's market leadership in electronics education and training: 80% of students use Altium, 50% of schools use Altium, and over 20 books have been published in Chinese on Altium solutions.

The new program will support 30 universities over three years, to train them to deliver electronics engineering courses based in Altium's next-generation solutions.

The program is a two-tier approach: five tier-1 universities, and 25 tier-2 universities. Altium will provide special pricing to the tier-1 universities, complete with training, to equip them to train the 25 tier-2 universities in turn, and to train students to certified standards. Altium also plans Centres of Excellence in the five tier-1 universities.

Altium is also creating a new Altium China Academic Association, a new peer network with senior Chinese engineering academics, to set the standards for future innovation in electronics design in China.

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.

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