**Altium Wins DesignVision Award at DesignCon 2014**

*Altium Designer 14 Awarded in the PCB Design Category*

**Sydney, Australia - February 18, 2014 -**[Altium Limited](http://www.altium.com/), a global leader in Smart System Design Automation, 3D PCB design ([Altium Designer](http://products.live.altium.com/)) and embedded software development ([TASKING](http://www.tasking.com/)), announces that DesignCon, part of [UBM Tech](http://tech.ubm.com/)'s portfolio of communities for the electronics industry, has honored Altium Designer 14 with a [2014 DesignVision Award](http://www.designcon.com/santaclara/expo/designvision-awards.php) in the PCB Design category.The award program celebrates the achievements of the most innovative electronics companies and the unique tools that support customer needs to improve and simplify the design process.

UBM Tech's editorial staff evaluated products from hundreds of submissions. Winners were selected based on three criteria: how well the product met the market’s vision and offered unique insight into customer needs; the originality of the solution and if it offered a new approach to meeting market needs; and the quality of the implementation and how well it fits the market requirements.

“As evidenced by their receipt of this award, the team at Altium continues to push the boundaries of what is possible with design software,” said Janine Sullivan Love, DesignCon Technical Program Director. “With its 3D PCB design environment and support of flex and rigid-flex design, Altium Designer 14 addresses a range of needs for designers who must be successful in the rapidly evolving world of PCB design.”

Altium Designer 14 is the latest version of the Altium Designer product line and is an evolutionary extension of Altium’s “Unified Design” principle. Altium combines 3D PCB layout, analysis, Design Data Management and programmable design, all in a single affordable solution with Altium Designer 14. Taking advantage of the industry’s only native 3D PCB design software, Altium Designer 14 now supports both flex and rigid-flex design.

“The team at Altium is honored to be recognized by the staff at UBM as the one with the most advanced PCB design software on the market,” said Lawrence Romine, Sr, Manager of Americas Marketing. “But actually we wouldn't be here without our passionate Altium Designer users. Actually I'd like to dedicate this award to all of them, as their requests and feedback played an important role for Altium Designer 14. With its new features, including flex and rigid-flex support and enhanced layer stack management, customers confirm that it meets their design needs for next generation electronics design better than any other product on the market and even enables them to make the next steps.”

For additional information on the awards program, visit:

<http://blog.designcon.com/ubm-techs-designcon-2014-post-conference-report/>

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**ABOUT UBM TECH**

UBM Tech is a global media business that brings together the world's technology communities through live events, online properties and custom services. UBM Tech’s community-focused approach provides its users and clients with expertly curated research, education, training, community advocacy, user-generated content and peer-to-peer engagement opportunities that serve the Electronics, Security, Enterprise IT and Communications, Network Infrastructure and Applications, Game and App Developers, and Tech Marketing communities.

UBM Tech's brands include Black Hat, DesignCon, EE Times, Enterprise Connect, Game Developers Conference (GDC), HDI, InformationWeek, and Interop. Create, a UBM Tech full range marketing services division, includes custom events, content marketing solutions, community development and demand generation programs based on its content and technology market expertise. UBM Tech is a part of UBM (UBM.L), a global provider of media and information services with a market capitalization of more than $2.5 billion. For more information, go to [http://tech.ubm.com](http://tech.ubm.com/).

**ABOUT ALTIUM**

Altium Limited (ASX:ALU) is an Australian multinational software corporation that focuses on 3D PCB design, electronics design and embedded system development software.

Altium Designer, a unified electronics design environment links all aspects of smart systems design in a single application that is priced as affordable as possible. Altium's embedded software compilers are used around the globe by carmakers and the world's largest automotive Tier-1 suppliers. With this unique range of technologies Altium enables electronics designers to innovate, harness the latest devices and technologies, manage their projects across broad design ‘ecosystems’, and create connected, intelligent products.

Founded in 1985, Altium has offices worldwide, with US locations in San Diego and Boston, European locations in Karlsruhe, Amersfoort and Kiev and Asia-Pacific locations in Shanghai, Tokyo and Sydney. For more information, visit [www.altium.com](http://www.altium.com/). You can also follow and engage with Altium via [Facebook](http://www.facebook.com/pages/Altium/106726426049146), [Twitter](https://twitter.com/#!/altium) and [YouTube](http://www.youtube.com/altiumofficial).