

## Corporate Media Contact

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## **Altium extends amnesty ahead of price rise**

### **Last opportunity for users of unlicensed copies of P-CAD and Protel software in Russia and the CIS to migrate to Altium Designer ahead of March price rise**

**MOSCOW, Russia – February 11, 2010**– Altium is extending the deadline of its amnesty on using illegal copies of its older P-CAD software to give users the opportunity to upgrade to the latest release of its Altium Designer electronics design solution ahead of a March price rise.

Altium is also extending the amnesty to users of illegal copies of its older Protel PCB layout tool. Neither P-CAD nor Protel is now supported by Altium. Both amnesties are extended until 31<sup>st</sup> March 2010, a full month after the new prices that take effect from 1<sup>st</sup> March.

“This extension enables users with currently unlicensed PCAD or Protel applications to continue to benefit from the former amnesty campaign price, regardless of the new price points,” said Jean-Paul Seuren, License Compliance Manager EMEA, Altium Europe.

“Electronics designers in Russia face a dilemma: economic conditions that remain difficult, and license compliance. Altium is sending two signals, that we’re serious about license compliance and about supporting Russia’s electronics designers. This amnesty extension is an opportunity to become legal with an extremely well priced software package that is supported by Altium, which will help designers compete worldwide.”

The amnesty program for users of illegal copies of P-CAD was launched last November, in cooperation with the Business Software Alliance (BSA). The first raids at suspected pirates have been already conducted and a number of illegal software copies found.

Under the extension of this amnesty program, companies doing electronics design now have until the end of March to legalize any illegal copies of Altium's P-CAD, Protel or Altium Designer software by buying the latest version of Altium Designer at a price of 189,000 Rb (including taxes) that includes an amnesty until the end of 2010 for each legalized seat.

During this amnesty period, designers can retain their illegal P-CAD and Protel seats to migrate their legacy data to Altium Designer. Altium will also support the legalization with free support that includes migration training, webinars, and software assurance which includes all software releases, service packs and other benefits for 12 months. From April 1<sup>st</sup>, once the amnesty extension has ended, the adjusted list price of 260,000 Rb (excluding software assurance and taxes) for one Altium Designer license will apply.

Users will receive an official certificate letting them use one unlicensed P-CAD or Protel seat legally until the end of 2010 for each Altium Designer license purchased under this program.

Altium's new value added distributor, Moscow-based Nanosoft, will be the contact point in Russia to facilitate the software amnesty program.

"Piracy of Altium software, both of Altium Designer and older P-CAD and Protel PCB layout software, is a known problem throughout Russia," said Mr Seuren. "With this program, Altium helps illegal P-CAD and Protel users continue with their favorite electronics design features until the end of 2010, without having to fear legal consequences.

“This amnesty program has already helped many illegal users take the first step to battle software piracy at a very low investment. We’ve seen a large number of migrations during the last three months. It’s very encouraging to see Russia’s electronics designers make this level of commitment to legal software, and to continue to use Altium’s solutions. They get the message that we can help them stay innovative, compete on the world market, and do the right thing.”

[Altium Designer](#) is the successor of the well known and widely used P-CAD and Protel. While many design features originally part of P-CAD and Protel have now been updated and incorporated into Altium Designer, Altium Designer takes a very new, different and innovative approach to electronics design. In a single solution, using a single data model, designers can create products in all three design domains: PCB layout, programmable hardware (using FPGAs) and software. Designers can explore new ways of design and capture schematics, move to prototype development, custom board layout and then to manufacture all in a single application. Design teams have one view of the entire design and the associated design processes. Designing the next generation of electronic products becomes more easy, allowing designers to focus on creating the intelligence at the core of their designs that differentiates them from their competitors’.

For more information about the amnesty program, visit [www.altium.com/ru](http://www.altium.com/ru) or contact [Nanosoft](#) at +7 495 645 8626. 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](#).

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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.