Building EDA Eco-System
构建统一EDA生态系统

Altium Technology Presentation

March 2017
Shanghai
Agenda

1. Innovation in the age of IoT
2. Altium Vision – Building EDA Eco-System
The Web and the Waves of Innovation…

Web 1.0
1990’s
Search & Discovery
Information is Indexed

Web 2.0
2000’s
Social Networking
People are Networked

Web 3.0
2010’s
Internet of Things
Electronics puts Internet into Things

The three waves form the three axes of innovation around which all future products will pivot
Exploration (Discovery & Invention)

Innovation (Pioneering & Development)

Adoption (Accessibility & Refinement)

Modelling, digitalizing and integrating all objects and processes associated with the creation, adoption & evolution of smart products is critical for increasing the speed of innovation.
Outdated practices related to electronic design are at the heart of multi-disciplinary challenges in designing smart products.
Speed up the Pace of Innovation

Electronics is critical to speeding up cycles of innovation.

Success depends on the ability of the enterprise to move through innovation cycles faster than its competitors.

Existing Product Lifecycle Management (PLM) tools do not adequately address the need of high-tech products.
Current generation of CAD tools come from drafting background. This limits their level of smartness.

Engineering tools need to coalesce and operate at higher level of abstraction.
The rise of smart connected devices is driving a deep transformation in the EDA industry with the Board & Systems Design going mainstream while Chip Design is becoming highly specialized.
Enabling Innovation in Different Segments of the Market
ECAD – MCAD Collaboration
ATINA – Altium’s High-End PCB Design Tool

ATINA

- Multi-board System Design Capability
- Advanced Routing Capability
- Constraint-Driven Design
- Handling Large Boards with Ease

X2 Platform

- Next Generation - 3D Graphics Engine
- State-of-the-art User Interface/Experience
- 64-bit Computing Architecture
Enabling Innovation in the Enterprise Segment

Enterprise Resource Planning (ERP) (First appeared in 1980's)
Product Lifecycle Management (PLM) (Dassault's 3D Experience Platform, 2010's)

To speed up innovation in the enterprise segment, Electronic CAD and Product Lifecycle Management (PLM) must come together
Enabling Innovation in the Mainstream Segment

Mainstream evolution will eventually mirror the high-end with the enterprise engineering software evolving from the current delivery model.
Supply Chain Integration: Octopart & CIIVA

Electronic Parts Distributors

Engineers

API

Octomize

CircuitMakr

Upverter

Arena

Altium Designer

AVNET

Mouser Electronics

Digi-Key
Altium Content Vault: 300,000+ Free Component
At the Heart of All Intelligent System is Electronics

Printed Circuit Boards Central to Electronics
Thank You