

PRESS RELEASE

For immediate release

Pulsonix announces sponsorship of Indian Google Little Box Challenge team

Tewkesbury, UK. November 03, 2014 - Westdev Ltd. - the PCB EDA company delivering technology-leading PCB design solutions today announces PCB product sponsorship for a new Bangalore-based technology team in India, to compete in the Google Little Box Challenge competition.

The Google Little Box Challenge is an open competition to build a much smaller power inverter, typically around 10x smaller, with a \$1,000,000 prize. The competitors must design and build a kW-scale inverter with the highest power density (at least 50 Watts per cubic inch). The competition runs from September 2014 with initial acceptance of applications, through to January 2016 where the winner will be unveiled.

"We are very excited to be able to sponsor this new technology consortium in the Google Little Box Challenge competition with the Pulsonix product range," says Bob Williams, Marketing Director for Westdev. "Pulsonix has been used in many leading and cutting-edge technology projects, some of which have revolutionised everyday products that we see in the market today. Working with ZettaOne and this project sits very well with our company's ethics and views on ECO sustainability."

A team of technologist and designers have been put together and is led by Suresh Kumar at ZettaOne Technologies in India with a clear aim to win the competition.

"We will create a project group including power electronics specialist, power design experts and a leading enclosure fabricator to complete the new consortium," comments Suresh Kumar, Direct at ZettaOne Technologies. "Inverters already exist but 'household' inverters are currently too large, this competition will see them shrink and become more powerful so that they can help bring electricity to the most remote parts of the planet as well as into more everyday life such as homes and transport."

Pulsonix Overview

Introduced in 2001, Pulsonix EDA software has made its mark to set the standard for high-performance Schematic design capture, Simulation, PCB layout and autorouting. Developed by a dedicated in-house team, each release demonstrates how the fast-growing Pulsonix product is introducing key features to win new business and offer users flexible and highly compatible software that meets the demands of PCB design today.

ENDS

Notes to Editor:

Facts about Pulsonix:

- Pulsonix is a leading EDA product and an experienced team of specialist software developers and technologists undertakes all development.
- Pulsonix was introduced in 2001 and is now used by leading PCB companies in more than 100 countries worldwide.
- Established in 1998, Westdev is a fast-growing specialist EDA Software Company based in Gloucestershire, UK.

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Attachment:

Screen shots and a full technical datasheet about Pulsonix are available on request.

More information about the Google Little Box Challenge can be found at
<https://www.littleboxchallenge.com>

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