



PRESS RELEASE

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IDEATE, INC. NOW SUPPORTS AUTODESK CLOUD Autodesk Cloud Provides Access to High-Performance Design Optimization, Visualization and Collaboration in the Cloud

SAN FRANCISCO, CA, NOV 4, 2011 - Ideate, Inc. (ideateinc.com), an Autodesk Authorized Developer and leading Autodesk solutions provider offering quality software, training, support and custom consulting services to the architecture, engineering and construction (AEC) industry, announced today that Ideate will support Autodesk Cloud, a collection of more than a dozen web-based capabilities, products and services that enable customers to extend their desktops with greater mobility, new viewing and sharing capabilities, and more computing power, which will help customers better design, visualize and simulate their ideas.

In addition, Autodesk Subscription customers have exclusive access to cloud-based, high-performance rendering and design optimization, and enhanced collaboration capabilities. Autodesk Subscription provides 3 GB of online storage for each seat of software on Subscription for greater access to design and engineering documents, anywhere, anytime.

“For more than a decade, Autodesk has embraced the power of the cloud to extend the functionality of our design solutions and help our customers work more effectively,” said Amar Hanspal, senior vice president, Platform Solutions and Emerging Business at Autodesk. “With Autodesk Cloud, we are demonstrating an even greater commitment to helping our customers solve the world’s toughest design and engineering challenges.”

Autodesk has been a pioneer in cloud-based applications for the design industry — starting more than a decade ago with Autodesk Buzzsaw — and more than a dozen cloud-based offerings currently available to customers are now encompassed as part of Autodesk Cloud. Autodesk Cloud provides a powerful foundation to enable all Autodesk customers to begin using the cloud to access and store their work from anywhere; to view their work through web browsers or mobile devices; and to share their work with other users, even users without Autodesk software. Cloud applications such as Autodesk Cloud documents, AutoCAD WS and the Autodesk Design Review mobile app provide users with the freedom to work where they can be most effective, and to view, edit and share designs anywhere and with almost anyone. AutoCAD WS and the Autodesk Design Review mobile app are available today on the iOS App Store.

Additional cloud services exclusive to Autodesk Subscription customers give designers, engineers and digital artists sophisticated new capabilities, such as high-performance 3D visual communication, simulation and collaboration that were once limited to organizations with privileged access to expensive, high-end supercomputing centers.

Bob Palioca, president of Ideate, Inc. calls Autodesk Cloud, “An exciting leap forward in innovation. It can only enhance productivity and the realization of ever greater creativity for our Ideate customers, all of whom are on the cutting edge within design technology industries including architecture, engineering, construction, media and entertainment.”

In addition to the new Autodesk Cloud services, Autodesk Subscription continues to provide the most up-to-date software, online technical support and flexible licensing privileges for customers looking to maximize their competitive advantage.

Availability

Autodesk Cloud services are available worldwide in languages including Czech, English, French, German, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish and Traditional Chinese. Some Autodesk Cloud services are available to all customers, such as Autodesk Cloud documents and the Autodesk Design Review mobile app, while other services are exclusive to Autodesk Subscription customers. For more information, contact your Ideate Account Manager: 888.662.7238--sales@ideateinc.com or visit www.autodesk.com/cloud.

About Ideate, Inc.

Ideate, Inc. is a leading Autodesk solutions provider, offering quality software, training, support and custom consulting and 3D printing services to AEC professionals. Established in 1992 and headquartered in San Francisco, California, Ideate is recognized as a Gold Partner for Architecture, Engineering and Construction, one of Autodesk's highest levels of authorization. Ideate, Inc. operates five Autodesk Authorized Training Centers (ATC): San Francisco, Sacramento and San Jose, California; Portland, Oregon and Seattle, Washington. Ideate facilities are Autodesk Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. For more information visit www.ideateinc.com

Ideate, Inc. is also an Autodesk Authorized Developer with 25+ years experience in software development and specific focus on Building Information Modeling (BIM). Ideate BIMLink lets users pull data from a Revit file into user-friendly Microsoft Excel and push Excel data into Revit with equal ease. www.ideatebimlink.com The Ideate Explorer for Revit, is a simple, powerful Revit add-on to explore, quantify and manage the 10,000+ building elements in your Revit model. www.ideateexplorer.com

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