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### **Ideate, Inc. Selected to Offer New Autodesk® Ecotect™ Analysis**

**San Francisco, CA, April 1, 2009**— Ideate, Inc. announces it is one of only a few Autodesk® resellers selected to offer Autodesk® Ecotect™ Analysis 2010 software and its companion web-based service, Autodesk® Green Building Studio®. By using Ecotect, architects and designers can gain comprehensive insight into building performance early in their design process so they can achieve more sustainable designs, faster time-to-market, and lower project costs.

Ecotect is an affordable, powerful, yet highly accessible set of sustainable design analysis tools for building performance and site analysis. The product supports and extends the value of a host of other building information modeling (BIM)-focused software including Autodesk® Revit® Architecture and Autodesk® Revit® MEP, because it is fully interoperable. With Ecotect, users can conduct a wide range of simulation and analysis functions and interact with powerful 3D feedback to explore factors such as solar, shadows and reflections, and daylighting.

Autodesk Green Building Studio is a power-packed web-based service that lets users quickly evaluate multiple design alternatives for whole-building water and energy efficiency and carbon neutrality. Green Building Studio can converge with desktop tools so that users can simulate performance of a building model and visualize results within the context of the building's environment at an unprecedented speed.

Helping architects and designers develop design strategies that control energy use and costs is an Ideate priority. Bob Palioca, President of Ideate, explains, "Demands are increasing for sustainable design. Sustainability means that building design has to meet the needs of the present while improving the ability of future generations to meet their own needs. BIM workflow from the earliest design stages through completed construction and into operation makes sustainable design more attainable. We're here to help our customers employ BIM practices so they can bring measurable value to their clients with designs that maximize economic and environmental performance. Ecotect is right in line with our mission. We're happy to be among the first to offer this product."

Sixty-nine percent of architects surveyed by Autodesk say they are contributing to making projects as green as possible. Their clients request it. Plus, in many locations, designing energy- and resource-efficient buildings is no longer optional. A growing number of local and national regulations mandate targets for energy and resource efficiency as well as carbon emission reductions in new and renovated buildings.

Autodesk Ecotect Analysis was developed specifically for architects and designers who are using BIM for sustainable design but who do not want or need complex engineering software. Ecotect provides powerful feedback that's easier to interact with, interpret, and communicate. It enables architects and designers to create more sustainable designs, right from the start.

**About Ideate, Inc.**

Ideate, Inc., a leading U.S. West Coast Autodesk® Value Added Reseller, provides software and hardware, implementation services, training, support, and consulting services for the Architecture, Engineering and Construction (AEC), civil, GIS and multimedia industries. Established in 1992 and headquartered in San Francisco, California, Ideate, Inc. is recognized as an Autodesk® Premier Solutions Provider (PSP) – Building Architecture, Autodesk's highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate, Inc. provides its clients with the knowledge and technical resources to make the most productive, efficient use of their software and staff so that they can achieve their optimal competitive advantage.

Ideate, Inc. operates five Autodesk® Authorized Training Centers on the West Coast: San Francisco, CA; Sacramento, CA; San Jose, CA; Portland, OR and Seattle, WA. Ideate's facilities are acknowledged as Autodesk® Authorized Certification Centers, providing globally recognized certification courses for professionals who sell, service and support Autodesk products and solutions. The Ideate pledge of personal commitment to its clients' successful implementation of Autodesk software has attracted experienced industry professionals of the highest reputation to join the Ideate staff, so that Ideate has become a recognized leader providing superior service and support. For more information about Ideate, Inc. visit [www.ideateinc.com](http://www.ideateinc.com)

With a specific focus on Building Information Modeling (BIM), Ideate is also developer of Ideate Explorer for Revit®, the simple, powerful tool that helps Revit users explore, quantify and manage the 10,000+ building elements in a Revit building information model. For complete information or to purchase Ideate Explorer for Revit, visit [www.ideateexplorer.com/index.php](http://www.ideateexplorer.com/index.php) or email: [sales@ideateinc.com](mailto:sales@ideateinc.com) or phone toll-free: 888-662-7238.

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