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## IDEATE, INC. NOW PROVIDES 3D PRINTING TECHNOLOGY FROM Z CORPORATION

**San Francisco, CA - February 5, 2009** - Ideate, Inc., a leading Autodesk® Value Added Reseller serving the building, construction, infrastructure, GIS and multimedia industries, today announced it is now authorized to sell Z Corporation 3D printers. Z Corporation is a leading manufacturer of 3D high-definition printing and scanning hardware that produces full color building models from digital data. Ideate is convinced that Z Corporation 3D printing technology is now essential for its architectural and GIS clients who want to produce accurate 3D models within a few short hours instead of days.

The technology will give Ideate customers a significant advantage in building information modeling (BIM). Since the 3D output contains the smallest of parts, including individual railings on an architectural model, Ideate customers will be better able to see, hold and thoroughly evaluate their projects early in the design process.

"The precision is amazing," explains Bob Palioca, President, Ideate, Inc. "Having a truly accurate 3D model can lead to resolution of design problems long before construction. That has the potential to save enormous amounts of time and it also pares away unnecessary expense."

Z Corp. 3D printers have the edge over other brands with the advantages of speed, ease of use and full color capabilities. Additionally, something very important to Ideate is clean technology. There are no hazardous materials, and that makes these printers easy for Ideate to recommend for any office environment. Z Corporation's printers use reliable and affordable ink jet technology. The result is that materials usage cost comes out at a fraction of other 3D model technologies.

"With Ideate's real-world Autodesk product expertise in support of BIM, we are extremely excited to have Ideate on board as a VAR," says Olimpio DeMarco, Director, Business Development from Z Corporation. "Their stellar track record as an Autodesk VAR, their reputation as a provider of top-notch training and customer support makes Ideate a perfect match for Z Corp. solutions."

### **About Ideate, Inc.**

Ideate, Inc., the Autodesk® Reseller of the Quarter for the Americas for third quarter fiscal year 2009, is a leading Autodesk Value Added Reseller on the West Coast and software developer for Revit®. Ideate provides companies in the areas of building, civil, GIS, and multimedia with Autodesk software, implementation services, training, support, and consulting services. 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. offers its partners premium services to ensure their maximum productivity and return on investment.

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. For more information about Ideate, Inc. visit [www.ideateinc.com](http://www.ideateinc.com). For more information about Ideate Explorer for Revit 2009, visit [www.ideateexplorer.com](http://www.ideateexplorer.com).

### **About Z Corporation**

Z Corporation makes products that enable users to capture, edit, and print 3D data with unprecedented speed, ease, versatility and affordability. These products include the world's fastest high-definition 3D printers — machines that produce physical 3D models from digital data in full color – and uniquely portable 3D scanners – handheld machines that digitize 3D surfaces in real time. Z Corp. technology is enabling a wide range of applications in manufacturing, architecture, civil engineering, reverse engineering, geographic information systems (GIS), medicine and entertainment. For the latest news and information from Z Corp., visit [www.zcorp.com](http://www.zcorp.com).

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