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IDEATE, INC. ON BOARD WITH NEW SMARTBIM TOOL FOR REVIT USERS

San Francisco, CA – February 5, 2009 - Ideate, Inc., a leading Autodesk® Value Added Reseller serving the building, construction, infrastructure, GIS and multimedia industries, has expanded its offerings of building information modeling (BIM) solutions to include SmartBIM Library™ 3.0 from Reed Construction Data. This addition supports Ideate's ongoing commitment to make the finest BIM solutions accessible to Ideate customers.

BIM is the industry-changing building design, construction and management practice of creating and using coordinated, consistent information about a building project from initial conceptualization through construction and on into continuing facilities operation and management. BIM enables project stakeholders to visualize designs in context, accurately predict performance, analyze real world structural behavior and make design decisions early in the process.

"The BIM movement is transforming design. It gives the AEC community power and flexibility that was unheard of with traditional methods," says Craig H. Dodge, Ideate, Inc. Director of Sales. "We see this product, along with Ideate Explorer, as having a huge potential to help our customers in their adoption of BIM practices. Ideate Explorer helps Autodesk Revit® users search and filter elements and make files a manageable size, while SmartBIM Library really streamlines design workflow."

SmartBIM Library comes loaded with more than 14,000 high quality Revit architecture family types that include both manufacturer specific objects and generic objects. SmartBIM Objects exceed the Autodesk modeling guideline for Revit objects. That assures users they are accessing only quality data. Given how much high-value time can be lost by insertion of a "bad" object into a project, having a library of fully compliant objects can save days of downtime.

The SmartBIM Library is also easy to navigate. Users can view Revit families by a whole host of intuitive means. They can also create a master office library, project libraries or libraries for each building type. The SmartBIM Library has a flexible interface that includes best practices guidelines for modeling objects in Revit.

Over all, SmartBIM Library enables Revit users to increase their speed of delivery, enjoy better coordination with fewer errors, increase productivity and produce higher quality work. The combination of streamlining processes and decreasing error-related costs naturally leads to greater profits, expanded revenue sources and new business opportunities.

For more information about the Reed Construction Data SmartBIM Library™ 3.0, visit www.ideateinc.com/products/smartbim/

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. For more information about Ideate Explorer for Revit 2009, visit www.ideateexplorer.com.

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