

# Top Reasons to Buy Autodesk® Design Suite

## Autodesk Design Suite Premium Includes:

### AutoCAD® 2012

Design and shape the world around you with one of the world's leading CAD tools. With new and updated tools for 3D conceptual design, model documentation, and reality capture, AutoCAD software helps you maximize productivity and quickly drive projects to completion.

### Autodesk® SketchBook® Designer 2012

Sketch concept designs directly into AutoCAD software, and tap into a hybrid paint and vector illustration workflow to explore creative design concepts and communicate ideas graphically.

### Autodesk® Showcase® 2012

More quickly and easily transform your AutoCAD designs into compelling imagery, movies, and interactive presentations for design reviews and sales pitches. Evaluate design variations and accelerate feedback by reducing the need for physical prototypes and long rendering times.

### Autodesk® 3ds Max® Design 2012

Perform daylight analysis and create cinematic-quality 3D visuals with the animation, character, effects, and point-and-shoot rendering and lighting analysis tools in Autodesk 3ds Max Design software. Convey the story behind your design for design reviews, marketing materials, or public outreach—before it's real.

### Autodesk® Mudbox™ 2012

Refine your Autodesk 3ds Max Design model with Autodesk Mudbox software. Its powerful textured painting and digital sculpting toolset helps you finesse the details of your ultra-realistic models.

Autodesk® Design Suite 2012 extends your familiar AutoCAD workflow by integrating Autodesk's leading design, sketching, presentation, and visualization software for all levels of users in a single, cost-effective package. Visit [www.autodesk.com/design-suite](http://www.autodesk.com/design-suite) to learn more.

#### > Get Exceptional Value

The Premium edition of Autodesk Design Suite features the 2012 versions of AutoCAD®, Autodesk® 3ds Max® Design, Autodesk® Showcase®, Autodesk® SketchBook® Designer, and Autodesk® Mudbox™ software and sells for US\$4,995.\* If these products were purchased individually, they would cost \$9,725—so the suite represents a savings of 49 percent\*\* off the MSRP.

#### > Save Time with Simplified Interoperability

A high-value offering for architects and designers, Autodesk Design Suite Premium combines the familiar power of AutoCAD with easy-to-use sketching, presentation, and leading 3D visualization tools in a single workflow. The Premium edition is also interoperable with Autodesk 3D design tools, like AutoCAD® Revit® and AutoCAD® Civil 3D® software.

#### > Accelerate a Smoother Approval Process

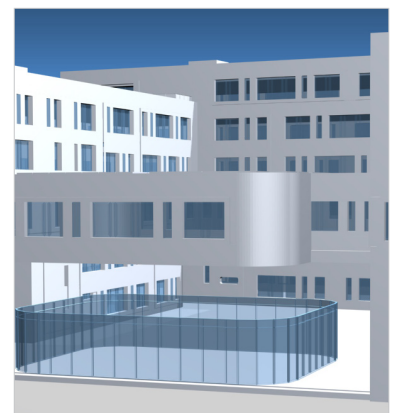
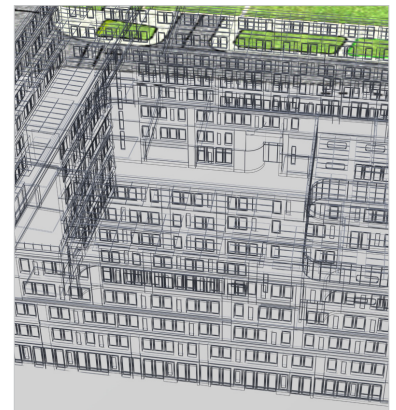
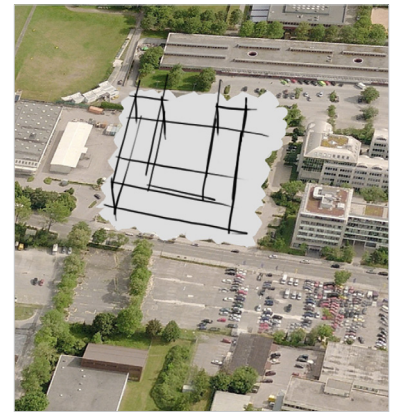
Bring designs to life visually, communicate with more clarity, and facilitate a smoother approval process at every stage of the design. In a recent CGArchitect survey, more than 90 percent of respondents said they are more likely to gain community support for a design based on visuals created in 3ds Max Design software. This shows the critical role visualization can play in public outreach. With the emphasis on infrastructure spending in today's economy, a smooth approval process among government agencies, the public, and other key stakeholders is a necessity.

#### > Win More Business

Effective design and visualization are more important than ever. In fact, a high-impact visualization can make the difference between winning a project and walking away empty-handed. In the same CGArchitect study, almost 90 percent of the architects and designers surveyed said they are more likely to win a competitive bid based on imagery created with 3ds Max Design software.

#### > Manage All Your Design Needs in a Single Workflow

The powerful, flexible features in AutoCAD software help you speed documentation, share ideas seamlessly, and explore concepts more intuitively. Sketch design concepts directly into AutoCAD with SketchBook Designer software. Use 3ds Max Design software for 3D modeling, animation, rendering, and compositing to create cinematic-quality visualizations that will help you market and sell concepts. More easily and quickly transform AutoCAD designs and 3ds Max Design models into compelling imagery, movies, and interactive presentations with Showcase software.



> **Reduce Outsourcing Costs**

Create quality visualizations in-house to market your firm’s capabilities and creativity. Get the look you want, the first time, without outsourcing. In the CGArchitect survey, nearly 50 percent of respondents said they saved more than \$25,000 a year by creating visualizations in-house. This enabled them to quickly recoup their software investment.

> **Market Your Designs Before They’re Real**

Create realistic visualizations and presentations of architecture, civil infrastructure, and interior design projects. These visuals can be used to market your design in print, on the web, on television, and in interactive media—without expensive photo shoots.

> **Design More Sustainably**

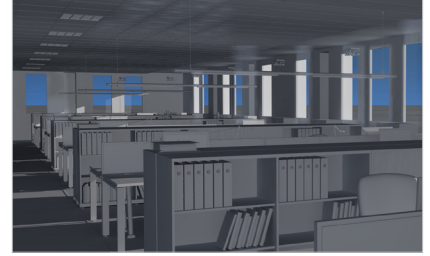
Simulate the lighting in your designs using 3ds Max Design Exposure™ lighting analysis technology ([www.autodesk.com/nrc-exposure](http://www.autodesk.com/nrc-exposure)), which has been validated by the National Research Council Canada (NRCC), Canada’s leading organization for scientific research and development—the same organization that has conducted validation studies on Radiance for lighting simulation ([www.autodesk.com/nrc-radiance](http://www.autodesk.com/nrc-radiance)). A feature unique to 3ds Max Design software, Exposure technology helps you to achieve more sustainable designs by analyzing how sun, sky, and artificial lighting interact with your design and exploring direct lighting effects right in the viewport.

> **Engage with Our Vibrant Learning Community**

The AutoCAD Exchange and the AREA online communities are destinations where you can learn, share, and connect with other users. These communities offer learning and productivity tools, news, discussions, blog posts, and more for AutoCAD, 3ds Max Design, and Showcase software.

> **Extend Your Value with Autodesk Subscription**

Extend the value of your software investment with access to the latest releases and web services. Additional benefits that enhance productivity include expedited technical support and flexible licensing options. New web services help you compete more effectively by using the power of cloud computing technology for design analysis and optimization. Technical support responses delivered by Autodesk resources provide a high-quality service experience. Learn more at [www.autodesk.com/subscription](http://www.autodesk.com/subscription).



888.662.7238  
ideateinc.com  
sales@ideateinc.com

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\*\* Value represents total MSRP of most closely matched products, as licensed for stand-alone use. Applicable design suites are licensed for installation and use of each component by one user to deliver additional workflow and functionality value as compared to the stand-alone individual products.

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