



Ontario College of Art & Design (OCAD) Shapes its Future with Autodesk

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Autodesk AliasStudio Software Helps OCAD Students Enrich Culture, Economy and Everyday Lives through Design

SAN RAFAEL, Calif., Nov. 21 /PRNewswire-FirstCall/ -- Autodesk Inc. (Nasdaq: ADSK) today announced that the Ontario College of Art & Design (OCAD) has invested in 95 seats of Autodesk AliasStudio software, a complete software solution for the creative design process. Second year industrial design students and faculty will be introduced to the software during the 2006/2007 school year. As Canada's largest university for art and design, OCAD has teamed with Autodesk to help today's students realize their creative and innovative design ideas. Established in 1876, OCAD strives to provide more depth and breadth in visual arts and design programs than any school of its kind in Canada. In choosing AliasStudio software for their curriculum, OCAD worked with iDesign Solutions, Inc., a value-added Autodesk education reseller of design and entertainment software.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO>)

Autodesk and OCAD have a long history. Autodesk's AutoCAD software, an industry-standard 2D design and drafting application, has been an essential part of the suite of software applications offered in computer labs on campus at OCAD for ten years. With the goal of further improving the role of technology in design, OCAD decided to introduce Autodesk AliasStudio software (www.autodesk.com/aliasstudio) to closely integrate student designers with the tools they for require shape definition and communication processes.

"Already deeply invested and devoted to AutoCAD software in our environmental design program, OCAD was looking to offer all design students a well-suited, comprehensive solution," explains Michael Desjardins, Laptop Program Manager, OCAD. "With the help of Autodesk solutions, we are improving technology in the design process - from initial ideation, sketching and illustration through to annotation and dynamic presentation. Our students leave OCAD as professionals, fully trained and ready to enter the workforce."

OCAD's most recent adoption of Autodesk AliasStudio software will support OCAD's unique student laptop ownership program. This program encourages industrial, interior and environment design students to purchase hardware and software applications at the beginning of the school term. Individual ownership of these tools not only stimulates learning throughout the year but arms students with tools they can use after graduation, better preparing them for employment.

"The laptop program gives OCAD students an enriched learning experience, avoiding the restrictions of traditional computer lab environments. The student experience is improved even further by accessibility to leading industrial design software, allowing staff and students to focus on the conceptual aspects of design with the tools to facilitate their learning always at their disposal," comments Julian Goss, Chair of OCAD's Industrial Design Program. "This sketched-based software application allows OCAD teachers to concentrate on the fundamentals of design, adding the critical elements of accuracy, consistency and professionalism to our students' work."

"Autodesk is focused on extending our expertise in 2D and 3D design to students, helping them realize their potential with the latest technology," says Robert 'Buzz' Kross, vice president of Autodesk Manufacturing Solutions. "Access to industry-acknowledged software like AliasStudio means students are learning real-world tools that accelerate all phases of the design workflow process and will ultimately help them succeed in their careers."

Beyond the benefits of working with best-in-class, professional software, OCAD looks forward to building an ongoing relationship with Autodesk. Offering their academic program as a test bed, OCAD hopes to give input into the future development plans of Autodesk design tools to make the software products even more useful tools for creative professionals and to further engage students in the process.

About Autodesk

Autodesk, Inc. is a Fortune 1000 company, wholly focused on ensuring that great ideas are turned into reality. With seven million users, Autodesk is the world's leading software and services company for the manufacturing, infrastructure, building, media and entertainment, and wireless data services fields. Autodesk's solutions help customers create, manage and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage, become more productive, streamline project efficiency and maximize profits.

Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit <http://www.autodesk.com/>.

* Free products are subject to the terms and conditions of the end-user license agreement that accompanies download of the software.

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