



Autodesk Supports Architectural Designers at VisMasters 2007

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SAN DIEGO, Aug 09, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Autodesk, Inc. (Nasdaq: ADSK) will be supporting designers through sponsorship of the VisMasters Design Modeling and Visualization Conference (DMVC), to be held in San Diego from August 9 to 11, 2007. VisMasters DMVC conferences are hosted in North America and Europe. These events offer professionals from the design, modeling and visualization industries a platform to learn, network and influence the direction of their industries.

Leading design firms around the globe are relying on Autodesk's solutions for architects, including Autodesk 3ds Max modeling, animation and rendering software and Revit Architecture software for building information modeling (BIM). Firms are adopting 3ds Max as a companion to Revit Architecture in order to produce compelling 3D visualizations that help to detect problems earlier in the design process and facilitate client approval.

"Autodesk is proud to support VisMasters 2007, a conference which fosters the growth and advancement of architectural visualization," said Marc Petit, Autodesk's Media & Entertainment senior vice president. "3D visualizations created with Autodesk 3ds Max allow architects to experiment with the form, function and context of their design concepts long before they are built. With the combined power of Revit Architecture and 3ds Max, architects can predict and refine the look and behavior of designs in the schematic and development stages of the design process."

Doug Eberhard, chief technology officer at Parsons Brinckerhoff, is the keynote presenter at the VisMasters 2007 Conference. His presentation will examine how visualization is playing traditional and transformative roles in architecture, engineering and construction projects around the world. Parsons Brinckerhoff relies on several Autodesk solutions, including 3ds Max and Revit Architecture.

Eberhard comments: "Autodesk is an important partner to Parsons Brinckerhoff. We rely on many of their tools for our project delivery. From AutoCAD Architecture and Revit Architecture, to AutoCAD Civil 3D and Autodesk 3ds Max, their tools enable us to bring it all together into one seamless visual environment. Interoperability is key to the projects that we work on. Being able to bring different information, in different formats and from different disciplines into a single model allows us to see and experience projects in a completely new way."

Other firms that rely on Autodesk's solutions for architects include Hellmuth, Obata + Kassabaum, Inc. (HOK) and Ayers/Saint/Gross, Architects + Planners.

Hellmuth, Obata + Kassabaum, Inc.

David Anderson, CAD Manager for HOK in San Francisco will also be presenting at the VisMasters 2007 conference. In his session, David will discuss trends in the use of 3D and visualization in the design pipeline.

HOK relies on Revit Architecture as its primary Building Information Modeling tool, and has standardized its 3D visualization software in North America, Latin America, Europe and Asia on 3ds Max. Consistently ranked among the world's leading design firms, HOK manages the planning, design and construction process for a variety of clients worldwide. Recent projects completed by HOK with Revit Architecture and 3ds Max include a new commercial bank in London, an International Airport in the Middle East and a School in Kazakhstan.

"The interoperability between Autodesk Revit Architecture and 3ds Max is very important to us," explained Miles Walker, HOK's vice president and CAD manager in London. "It allows us to take our models to visualization quickly without having to re-model. The reuse of 3D data saves time and money, and improves our design process."

Ayers/Saint/Gross, Architects + Planners

U.S.-based Ayers/Saint/Gross, Architects + Planners (ASG) specializes in architectural and planning services for college and university buildings and grounds. Recently, ASG relied on Revit Architecture and 3ds Max to complete work for the Duke School of Nursing Thames Street Wharf office building in Durham, North Carolina, the Monticello Visitor's Center in Albemarle County, Virginia and the Nemours Mansion and Gardens Visitors Center in Wilmington, Delaware. These Autodesk solutions have allowed the firm to improve its workflow and efficiency.

"Instead of producing 2D drawings, our architects create 3D models in Autodesk Revit Architecture, which can later be read in 3ds Max. This eliminates the redundant task of re-creating the architects' models in 3ds Max before transforming them into 3D visualizations," explained Corey Rubadue, director of visualization at ASG. "The Revit Architecture and 3ds Max workflow enables artists to spend all their time on the visualization process. As a result, more high-quality images and animations can be produced to gain client approval."

Autodesk for Architects

For 25 years, Autodesk has provided architects with industry leading software solutions for building design, documentation, visualization and operation. Autodesk's software for architects includes AutoCAD Architecture for efficient architectural design and documentation; Revit Architecture for the coordination, quality and process benefits of building information modeling (BIM); as well as 3ds Max and Autodesk VIZ 3D visualization software packages used to extend the capabilities of AutoCAD, AutoCAD Architecture and Revit Architecture software products for conceptual exploration, design validation and visual communication.

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit <http://www.autodesk.com>.

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