



## Autodesk Launches Preferred Industry Partner Program

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### Initiative Advances Innovative Solutions Tailored to Industry-specific Needs

SAN RAFAEL, Calif., Aug. 27 /PRNewswire-FirstCall/ -- To help customers in the manufacturing, architecture, building and construction markets benefit from the advantages of 3D software, Autodesk, Inc. (Nasdaq: ADSK) today announced the Autodesk Preferred Industry Partner Program. The new program recognizes select third-party software developers for their innovative, industry-focused solutions. Designated Preferred Industry Partners create applications that complement Autodesk 3D products and help customers simulate their ideas early in the design process as well as reduce time and cost in manufacturing or construction.

A global sales and marketing initiative, the Preferred Industry Partner program launches with five software developers awarded Preferred Industry Partner status in North America and Europe. These inaugural partners have created products that tightly integrate with applications such as Autodesk Inventor, Revit and AutoCAD Civil 3D software products, and add industry-, task- or region-specific functionality, from advanced mechanical analysis to compliance with local regulations.

"Worldwide, macroeconomic trends such as the rising cost of energy, globalization of business and growing need for infrastructure are creating new opportunities and placing new demands on manufacturing, building and construction companies," said Jim Quanci, worldwide director, Autodesk Developer Network. "Together, Autodesk and its Preferred Industry Partners offer best-in-class design solutions that help our customers use 3D digital models to experience their ideas virtually-and then make them real -- saving time and money for them and their customers."

#### Partners Ease Customers' Transition to 3D Software

Preferred Industry Partner companies such as hsbSOFT are helping their customers make the transition to 3D software and Digital Prototyping easier so that they can take advantage of the benefits offered by these advanced technologies.

"Software flexibility and scalability are required due to the constantly changing building code in North America," said Patrick Duffy, Production Engineer, Toll Integrated Systems, an hsbSOFT customer. "Providing Autodesk Preferred Industry Partners with enhanced services and support will allow for more agile development for Autodesk customers, and that is advantageous for large scale homebuilders, like Toll Brothers who work in an environment of rapid customization."

Headquartered in Belgium, hsbSOFT's flagship product is hsbCAD, a leading-edge software application for the prefabricated building industry (timber framing, steel framing and log homes). hsbSOFT just released hsbCAD with an interface to the Autodesk Revit platform for building information modeling (BIM), which provides coordinated, consistent and computable information.

"Like Autodesk, we believe that 3D simulation is fundamental to innovation in the architecture, engineering and construction sector," said Karel Vinckier, CEO and founder of hsbSOFT. "Our software is designed to help our customers embrace BIM so that they can evaluate and iterate designs and arrive at optimal solutions for their clients' needs, from structural performance to cost-effectiveness. Becoming one of the first members in the Autodesk Preferred Industry Partner program is recognition of our long-standing industry specific expertise and we're excited about working closely with Autodesk to drive even greater awareness for our solutions among resellers and prospective customers."

Today, Autodesk Preferred Industry Partners include:

Company	Country	Capability	Works With
acadGraph	Germany	Project Management	AutoCAD Architecture
CGS	Eastern Europe	Infrastructure Design	AutoCAD Civil 3D
hsbSOFT	Belgium	Timber Framing	Revit & AutoCAD Architecture
INOVA	Eastern Europe	Telecom	AutoCAD Map 3D
RDV Systems	Israel	Infrastructure Simulation	AutoCAD Civil 3D

#### Participation Includes Enhanced Sales and Marketing Support

Autodesk works closely with Preferred Industry Partners on a range of marketing and sales activities including channel development support and a designated Autodesk sales contact; creation of joint marketing materials and announcements; and a special program logo for use on product packaging and partner Web sites. Program participants also receive early access to alpha and beta versions of Autodesk software, priority service support and feature requests, and gain access to additional co-marketing resources.

Software and service companies who are members of the Autodesk Developer Network may obtain more information about the Preferred Industry Partner Program by contacting Karl Osti, Preferred Industry Partner Program Manager, at karl.osti@autodesk.com. Partners are selected based on criteria including their ability to offer industry-leading technology that is tightly integrated with Autodesk 3D applications, as well as a commitment to delivering software that advances Digital Prototyping.

#### About the Autodesk Developer Network

The Autodesk Developer Network (ADN) comprises more than 2,700 technology partners around the world. Preferred Industry Partners extend Autodesk solutions to meet the industry-specific needs of the design community. For more information about ADN and Autodesk Preferred Industry Partners, visit <http://www.autodesk.com/adn>.

## 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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