



## Autodesk Extends Inventor Publisher to Mobile Devices

September 16, 2010

### Updated Software Provides More Ways for Manufacturers to Create and Share Compelling 3D Documentation

SAN RAFAEL, Calif., Sep 16, 2010 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ:ADSK) introduced the latest release of [Autodesk Inventor Publisher](#) technical communications software. Autodesk Inventor Publisher 2011 software helps manufacturers explain and differentiate their products with clear, accurate and compelling 2D and 3D product documentation. The software incorporates many new user-requested enhancements, including the ability to publish 3D interactive instructions directly to iPhone, iPad and iPod touch mobile devices.

The update underscores Autodesk's commitment to effective visual product communication that helps manufacturers reduce support and return costs while providing a better customer experience. "Inventor Publisher enables manufacturers to get the full benefit of their digital design data and explain their products in a modern, interactive way," said [Robert "Buzz" Kross](#), senior vice president, Autodesk Manufacturing Industry Group. "The ability to publish to a wide variety of formats and mobile devices encourages more effective product communication with broader audiences than ever before."

Inventor Publisher provides enhancements including:

- **New publishing and viewing options:** In addition to publishing support for 3D PDF and 2D vector graphics, Inventor Publisher now enables users to publish directly to iPhone, iPad and iPod touch. A free companion Autodesk Inventor Publisher Mobile Viewer app makes it easier for mobile technicians and salespeople to access 3D interactive instructions.
- **Tighter CAD interoperability:** Inventor Publisher extends Digital Prototyping to documentation teams through much richer, higher-fidelity import of [Autodesk Inventor](#) data and integration with [Autodesk Vault](#) data management software.
- **Enhanced authoring capabilities:** Users can easily create detail views, section planes, bill of materials (BOMs), and parts lists and have more ways to clearly communicate key concepts and information.

#### Making Documentation a Competitive Advantage

While manufacturers often treat product documentation as an afterthought, efficient and compelling documentation can provide a margin-boosting competitive advantage. Inventor Publisher 2011 helps manufacturers reduce documentation, service, and training costs, all while delivering a better customer experience that can drive revenue and help reduce product returns.

"People now want to experience products in 3D to really understand them, instead of simply seeing them portrayed flat," said Joel Neidig, systems engineer at ITAMCO. "Inventor Publisher lets us use cutting-edge ways to dramatically improve how we communicate to our technicians, end customers, and prospective clients."

For example, 3D instruction manuals could help cut return costs for manufacturers that currently lose money when customers return products simply because they can't figure out how to assemble or use them. A study conducted by Accenture in 2007 estimated that consumer electronics firms could save nearly \$40 million annually by cutting the return rate of products that aren't defective by just one percent.\*

Increasingly, consumers also expect access to online product instructions. A [June 2010 U.S. consumer survey](#) showed that 61 percent of consumers who shop online would be more likely to purchase a product if given online access to 3D assembly instructions.

#### Availability

Product availability may vary by country starting September 29, 2010. Details and purchasing options will be accessible at [www.autodesk.com/purchaseoptions](http://www.autodesk.com/purchaseoptions). To download the Autodesk Inventor Publisher Mobile Viewer, please visit [www.autodesk.com/appstore](http://www.autodesk.com/appstore).

#### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries - including the last 15 Academy Award winners for Best Visual Effects - use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit [www.autodesk.com](http://www.autodesk.com).

\*Source: "Big Trouble with No Trouble Found: How Consumer Electronics Firms Confront the High Cost of Customer Returns," Accenture, 2007.

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