



## Autodesk Introduces New iPad App to Make Engineering Fun for Teens

February 1, 2011

### Autodesk TinkerBox Now Available on the App Store

SAN RAFAEL, Calif., Feb 01, 2011 (BUSINESS WIRE) -- [Autodesk, Inc.](#) (NASDAQ:ADSK) announced that its new Autodesk TinkerBox App for iPad, a free\* game designed to playfully spark teens' interest in mechanical engineering, is available on the App Store. The app allows players to experience the fun and excitement of invention, while gaining confidence in their ability to excel in engineering.

To solve the challenging mechanical puzzles and physics problems presented in Autodesk TinkerBox, players insert gadgets, assemble components and test their inventions. Completing each challenge inspires players to create more and increasingly complex innovations. The game's Invent mode enables players to design their own contraptions and share them with friends.

Autodesk is committed to making science more accessible and fun for young people. In November 2010, Autodesk polled more than 1,000 American teenagers between the ages of 12 and 17 about their attitudes toward academic subjects that provide the foundation for a career in engineering\*\*. The survey findings suggest that teens understand the importance of engineering, but are concerned that the subject matter is too difficult:

- More than half of all teens surveyed believe science and technology (54 percent) and engineering and math (53 percent) are important to their careers and future prosperity.
- Students don't find the subjects boring or nerdy, but rank engineering and math doubly hard compared to other subjects (16 percent vs. 8 percent for English and languages).

"Students need to be given opportunities to experience success with engineering long before they reach colleges and universities," said Samir Hanna, vice president of Consumer Products at Autodesk. "The Autodesk TinkerBox App shows kids how fun and exciting science and mechanical engineering can be. This game helps combat the idea that science and engineering are 'too hard,' while allowing kids to create some pretty amazing inventions."

In addition to this new app, Autodesk provides free access to its industry-leading 3D design, engineering and entertainment software and accompanying curricula through the [Autodesk Education Community](#) as part of its commitment to educating the next generation of designers and engineers.

#### Pricing and Availability

The Autodesk TinkerBox App is available for free on the App store or at [www.itunes.com/appstore](http://www.itunes.com/appstore). To learn more about Autodesk TinkerBox, visit [www.tinkerboxnews.com](http://www.tinkerboxnews.com).

#### 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/pr-autodesk](http://www.autodesk.com/pr-autodesk).

Editorial Note:

Videos of Autodesk TinkerBox are available on the [Autodesk YouTube Channel](#).

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

*\*\*StrategyOne conducted a two-question telephone survey on behalf of Autodesk among a nationally representative sample of 1,006 American teenagers ages 12-17. Interviews were conducted from November 15-17, 2010, and the margin for error for the total sample of American teens is + 3.1% at the 95% level of confidence.*

*Autodesk, AutoCAD and TinkerBox are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2011 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: [www.businesswire.com/cgi-bin/mmg.cgi?eid=6593031&lang=en](http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6593031&lang=en)

SOURCE: Autodesk, Inc.

Autodesk, Inc.  
Clay Helm, 415-547-2425  
[clay.helm@autodesk.com](mailto:clay.helm@autodesk.com)