

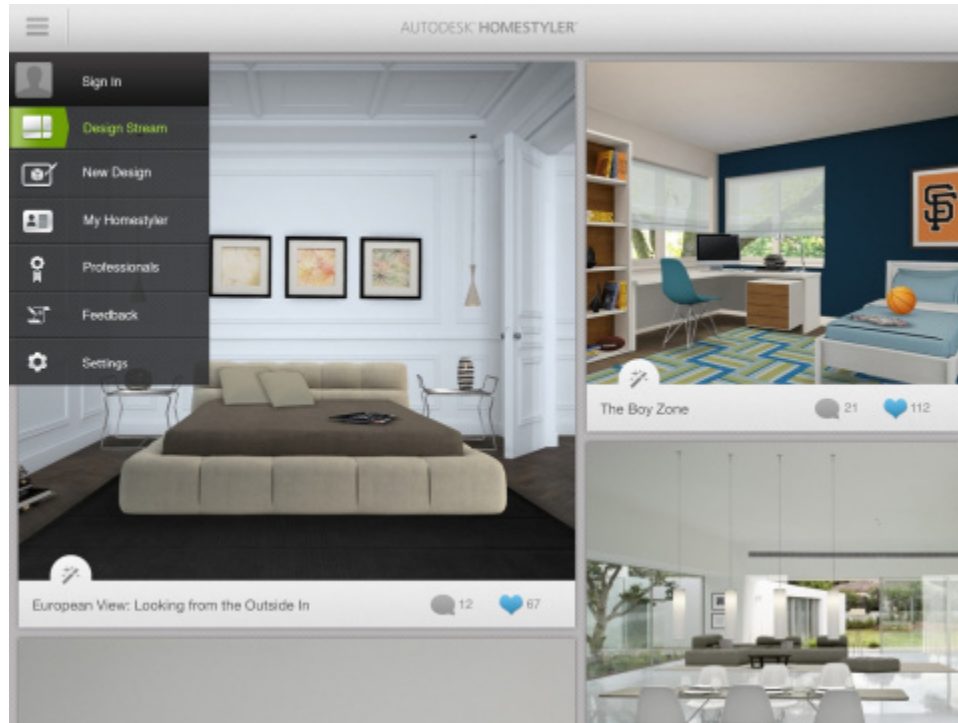


## New Autodesk Homestyler App Transforms Your Living Space into Design Playground

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Real-Time, 3D Home Design Comes to the iPad

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 11, 2013-- [Autodesk, Inc.](#) (NASDAQ: ADSK) unveiled the new [Autodesk Homestyler](#), a free\* iPad app for creative, real-time home design that allows users to blend high-quality 3D models of products from popular brands with photos of their interior spaces. The app also provides users with access to inspiring ideas from a community of designers and design enthusiasts.



"We've taken home design to a new level of ease with the Homestyler app for iPad. The app is unique because it can transform a single snapshot into a virtual home design playground," said Samir Hanna, vice president of Consumer Products at Autodesk. "Extending this technology on iPad lets our users express their creativity on the go, tap the existing vibrant community to find inspiration for their home and showcase their personal style with greater ease than ever before."

Homestyler, a free\* online [home design software](#), has brought interior design plans to life since 2010. Now optimized for the iPad, the new Homestyler app offers a wide selection of 3D models of real furniture, home decor and appliances so users can digitally try out everything from rugs and mirrors to paint colors and light fixtures.

For professional designers and brands looking to reach and engage with consumers, the Homestyler app allows them to better communicate their design ideas and reach decisions faster in expressing their vision for their home or office whether playing with new paint colors or viewing 3D models of furniture within the space.

The new Autodesk Homestyler iPad app transforms your living space into a design playground. (Photo: Business Wire)

The Homestyler app offers brands—including the high-end design brand B&B Italia, Jonathan Adler and Sherwin-Williams—a unique opportunity to inspire customers by providing them with access to high-quality 3D models of products and make smarter interior design choices, leading to more confident purchase decisions.

"The Homestyler app lets users tap into more than 1,500 Sherwin-Williams colors for inspiration as they create their perfect space," says Jackie Jordan, director of color marketing, Sherwin-Williams. "Color is a critical element of design, and the new iPad app is a great way to explore the impact of different hues and the relationship between wall colors and furnishings."

In an Infogroup Opinion Research Corporation survey, sixty-five percent of U.S. consumers said they would be less likely to return a product after viewing it in 3D\*\*. Users can also find inspiration by browsing the collection of 2D and 3D designs, photos and articles uploaded by design enthusiasts and interior design professionals who are part of the over one million-strong Homestyler community. Additionally, home interior design projects designed through the new Homestyler app can be shared with friends through email or social media networks.

The Autodesk Homestyler app for iPad is available for free\* exclusively from the App Store on iPad or at: <https://itunes.apple.com/app/homestyler/id601137449>. The Homestyler online software can be accessed at: <http://www.homestyler.com/>.

### About Autodesk

Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. For more information visit [autodesk.com](http://autodesk.com) or follow @autodesk.

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

*\*\*Data from telephone survey of U.S. households conducted in June 2010 by Infogroup's Opinion Research Corporation.*

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