



Autodesk PLM 360 Helps Power the Companies Behind the “Internet of Things”

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Connected Device Manufacturers Flock to Cloud-Based Service That Simplifies Product Lifecycle Management

LAS VEGAS--(BUSINESS WIRE)--Dec. 4, 2014-- **Autodesk University** -- [Autodesk, Inc.](#) (NASDAQ:ADSK) announced that [Autodesk@ PLM 360](#), a cloud-based Product Lifecycle Management (PLM) service, is enjoying strong uptake among companies creating the network-connected devices that are powering the [Internet of Things](#) (IoT).

By using PLM 360, these customers are able to more efficiently design and manufacture a wide range of innovative devices that blur the line between hardware and software—everything from motorcycle helmets with integrated navigation systems, to a device that empowers drivers with knowledge about themselves and their cars so they can be safer and drive smarter.

“Companies in this fast-developing area are defining and creating the IoT,” said Brian Roepke, director of Product Lifecycle Management products at Autodesk. “At the pace they move, these companies rely heavily on cloud-based technology because they’re the only services that allow them to innovate quickly.”

Unlike traditional PLM systems, PLM 360 is designed to be simple, affordable, and accessible. There is no hardware to install or lengthy deployment to manage: customers sign up for a [subscription](#) and configure the system using drag-and-drop functionality to create a powerful PLM system that fits their needs.

This centralized workspace enables customers to better tackle the challenges that every product development organization faces when bringing innovative new products to the market: everything from managing Bills of Material, Change Management, and Supplier Collaboration to handling issues around Quality and Compliance.

Three new IoT companies recently selected Autodesk PLM 360 and plan to use the service to spur productivity within their companies:

- [SKULLY](#): Pioneers of intelligent vehicle systems technology for the transportation industry, SKULLY’s human-centered approach to engineering has led to [SKULLY AR-1](#), the first vertically integrated smart Heads Up Display (HUD) motorcycle helmet for consumers. SKULLY’s Synapse™ connected technology platform enhances awareness for its users by linking advanced optics to an intelligent network of cameras, sensors and microprocessors.
- [Automatic](#): An automotive accessory that turns almost any car into a connected car. By pairing Automatic’s award-winning connected car adapter and apps for iPhone, Android, and web, users are able to enhance their driving experience with a host of connected services on the Automatic platform. Automatic helps customers drive safer and smarter with applications that diagnose engine trouble, detect accidents and send emergency response, and help customers save money.
- [Gimbal, Inc.](#): This Qualcomm spinoff connects brands, venues, events and retailers with their customers in new ways by providing leading-edge mobile technologies and solutions. With advanced geofencing (a program that uses the global positioning system (GPS) or radio frequency identification (RFID) to define geographical boundaries), the world’s largest deployment of industry-leading Bluetooth Smart beacons, location-based engagement, analytics, unmatched security features and privacy controls, the Gimbal platform helps drive mobile app engagement and loyalty.
- [Spark 3D Printing Platform](#): Autodesk developers in San Francisco and London are using PLM 360 to improve Spark development processes and speed workflows. Spark is an open, free and complete platform for 3D printing that will connect digital information to 3D printers in new ways. The Spark platform will provide the building blocks that product designers, hardware manufacturers, software developers and material scientists can use to push the boundaries of 3D printing and create a more seamless and reliable 3D printing experience for everyone.

“The rise of the IoT is creating an exciting new era of product innovation,” said Roepke. “We think the appeal of a cloud-based offering like PLM 360 will only continue to grow as these companies bring the next generation of connected products to market.”

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](#) or follow @autodesk.

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