



## Fujitec Singapore Designs Next-Generation Elevators, Boosting Productivity and Workflow Benefits Through Software

June 12, 2003

### Autodesk Inventor(R) 3D Design Software Enables Design Breakthroughs for Leading Manufacturer

SAN RAFAEL, Calif., Jun 12, 2003 (BUSINESS WIRE) -- Fujitec Singapore has designed an entirely new type of elevator using software from Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company. The elevator, known as the "machine-room-less" elevator or MRL, was designed using the Autodesk Inventor Series software. By doing away with the unsightly machine room located on the roof, the MRL design is a space-saving breakthrough that allows more room for roof top facilities and landscaping. This state-of-the-art elevator concept was achieved while experiencing greater design efficiencies and synergies because of the 3D software selected. As one of the world's leading elevator companies, Fujitec Singapore understands the importance of developing reliable, efficient, and safe elevators without compromising on design and aesthetics.

In Singapore, Fujitec Singapore has substantial market share both in the residential and commercial arenas. In fact, its relationship with Singapore's Housing Development Board since 1974 has contributed to its 80 percent share of the country's public residential market.

With its ease of use and seamless integration capabilities, the Autodesk Inventor Series rapidly emerged as a sound investment for Fujitec Singapore. "We needed a best-of-breed solution that could deliver high-performance design capabilities without incurring extra time on training and integration," said Foo Fang Siong, executive engineer, engineering & research, Fujitec Singapore. "Autodesk Inventor software has boosted our productivity while helping us economize on resources. The end result is an overall win-win situation."

The Autodesk Inventor Series gave Fujitec Singapore's designers the power to visualize and incorporate real-life elements into the complex design process for the MRLs. Such elements included determining the weight of the elevators, which proved immensely useful when calculating sizes of the required equipment and installed components. Of particular advantage, the 3D software allowed Fujitec Singapore to bring new depth and perspective to their designs by offering its designers the freedom to try new angles and ways of looking at the same design.

#### 3D Design and Collaboration for Mainstream Manufacturing Companies

Fujitec Singapore's success is rooted in its imaginative drive and strong emphasis on using the latest in design software. As its client base grew, so did the complexity of integrating their designs and sharing them across platforms. It was also becoming increasingly difficult for Fujitec Singapore's multiple design teams to collaborate. To meet these challenges, Fujitec Singapore standardized on Autodesk Inventor, a software solution with exceptional design and collaboration capabilities.

Having used AutoCAD(R) software extensively for 2D design, Fujitec Singapore was confident in Autodesk's products but required 3D functionality to create full product models. After a rigorous round of testing, Fujitec Singapore found Autodesk Inventor software a much more intuitive package compared to similar offerings by other vendors, which would lower the training costs and transition time to 3D design. In addition, they liked the highly flexible and customizable package because it includes a wealth of essential design tools and built-in capabilities. All these factors made for greater competitive advantage.

"Helping manufacturers bring innovative ideas to fruition in a cost-effective and timely manner is a key objective of Autodesk Inventor software," said Andre Pravaz, regional director for South-Asia Pacific at Autodesk. "Fujitec Singapore is a perfect example of how our software is helping companies achieve their business goals."

#### About Autodesk

Autodesk is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes. For more information about the company, see [www.autodesk.com.sg](http://www.autodesk.com.sg) or [www.autodesk.com](http://www.autodesk.com).

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