



Korean Semiconductor and Electronics Equipment Manufacturer Increases Productivity 30 Percent with Autodesk Solutions

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SECRON Improves Product Development Process with Autodesk
Inventor and Autodesk Streamline

Autodesk, Inc. (Nasdaq: ADSK), the world's leading design software and digital content company, today announced that SECRON CO., LTD. of Korea has reported a 30 percent increase in productivity since 2000 with Autodesk Inventor 3D mechanical design software and Autodesk Streamline online project collaboration service as compared to their previous CAD system, ME10. Standardizing on these Autodesk solutions met SECRON's strategic business objectives of producing high-quality equipment and shortening time-to-market.

SECRON (www.secron.co.kr), who manufactures machines that produce systems and components for top semiconductor companies -- including Samsung Electronics, Hyundai Display Technology, Hynix Semiconductor, and LG Phillips LCD -- implemented 34 licenses of Autodesk Inventor software in 2000 after evaluating several 3D mechanical design solutions, and added 50 licenses of Autodesk Streamline earlier this year. Autodesk Inventor software offered key advantages in cost-effectiveness, large-assembly performance, ease-of-use, and industry-leading DWG compatibility.

"We witnessed several corporations go through the pain of an unsuccessful and lengthy 3D design software implementation process with Pro/ENGINEER, SolidEdge, SolidWorks, and Catia. This knowledge was instrumental in our decision to select Autodesk Inventor," said JinKyou Song, System Group engineer at SECRON. "With Autodesk Inventor, we were able to get up-to-speed right away. The software enabled us to detect interference errors within the design process, eliminate costly prototypes, reduce revision time with more accurate concept designs, and minimize communication errors between different departments such as design engineers and assembly technicians."

"Autodesk Streamline is an effective collaboration solution that provides up-to-date data accessibility, resulting in improved communication among the Design, Assembly, and Production departments," said YunChang Kim, R&D Center general manager at SECRON. "Combined with Autodesk Inventor, it delivers a dramatic value for creating and sharing design information both inside and outside our company."

Improving the Product Development Process

SECRON has also reported a reduction in its product development time from 3.5 to 2.5 months, as a result of improved communication between departments and fewer design errors and revisions using the combination of Autodesk software. The SECRON product development team can now obtain prompt feedback on designs early in the design process where mistakes are most costly. Further, instead of using paper-based reference drawings, assembly technicians can now view assembly instruction CAD files digitally, directly from the Web, to better visualize how parts fit together. With the Autodesk Streamline service, they are assured that they are working with up-to-date, accurate information from a single source. SECRON worked with C&N, an Autodesk System Center, on implementation of the solution as well as effective, timely, and dependable service and support.

"By providing customers such as SECRON with a rich design authoring tool and enabling manufacturers to easily share that information with others throughout the product's life cycle, we are helping them not only improve engineering productivity but also achieve overall business success," said Robert Kross, vice president of the Manufacturing Division at Autodesk.

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design software and digital content company. Autodesk offers solutions for professionals in building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering progressive products and services, Autodesk helps customers create, manage, use, and maximize the value of their digital data throughout the lifecycle of their projects. For more information about the company, see www.autodesk.com.

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