



## Market Leader LG.Philips Displays Adopts Autodesk Inventor to Design Machines for the Production of Flat Panel TV and Computer Screens

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### *3D Design Software Selected as Strategic Tool to Maintain Company Leadership*

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced that LG.Philips Displays, a manufacturer that supplies one quarter of the world's cathode ray tubes (CRTs) for TVs and computer monitors, has selected Autodesk Inventor as its 3D design software solution. LG.Philips Displays is using Autodesk Inventor software to design the machines that manufacture the CRTs. Moving from its Autodesk Mechanical Desktop software to Autodesk's premier 3D software for mechanical design, Autodesk Inventor, LG.Philips Displays purchased 34 licenses of the Autodesk Inventor Series. The company selected Autodesk Inventor for its intuitive interface, ease of use in handling complex design challenges, and DWG capability, which facilitates collaboration among suppliers and codesigners.

"This (Autodesk Inventor) is a package that offers the possibilities that every technical draftsman has always dreamed of," said Jan Moelans, CAD coordinator at LG.Philips Displays. "Naturally Autodesk Inventor offers powerful 3D design capabilities for innovative design, but it also enables me to work as a designer rather than as a mathematician. Autodesk Inventor also offers an intuitive interface together with the necessary analytical capabilities to solve the difficult design issues we face when designing CRTs."

### *Collaboration Is Key to Strong Global Partnerships*

LG.Philips Displays operates in an international market in which flexible communication and collaborative partnerships play an important role. LG.Philips Displays, a global and multicultural company, has headquarters in the Netherlands and operational headquarters in Hong Kong, and it operates 32 factories worldwide. LG.Philips Displays applauds Autodesk Inventor software's ability to foster collaboration through digital design data and the Internet. The Autodesk Inventor DWG compatibility enables LG.Philips Displays to share information with a large number of suppliers and codesigners who have also switched to Autodesk Inventor. Through effective long-term collaboration, LG.Philips Displays can attain fruitful partnerships. In addition to the functionality offered by Autodesk Inventor, LG.Philips Displays' long-term working relationship with Autodesk has become strategically important.

"Autodesk Inventor plays an important role in helping companies to accelerate time to market, to acquire manufacturing excellence that achieves cost leadership, and to deliver unbeatable value propositions to their customers to create additional business growth," said Robert Kross, vice president of the Manufacturing Division at Autodesk.

### *About LG.Philips Displays*

LG.Philips Displays is the world's market leader in CRTs for use in televisions and computer monitors. LG.Philips Displays leads the way in display technologies, focusing on picture performance and cost with its unparalleled track record in innovations. The company produces one in every four television and computer monitor tubes that are sold and enjoys market leadership in Europe, the Americas, and Asia, including the important high-growth market, China. Making use of its global manufacturing infrastructure, it provides regional supplies to top TV and monitor brands worldwide. More information about LG.Philips Displays is available at [www.lgphilips-displays.com](http://www.lgphilips-displays.com).

### *About Autodesk*

Founded in 1982, Autodesk, Inc., is the world's leading design software and digital content company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers create, use, and leverage their digital design data. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

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