



Autodesk Introduces Freehand Conceptual Design and Multimedia Communication with Launch of Autodesk Architectural Studio

February 12, 2002

SAN RAFAEL, Calif., Feb 12, 2002 (BUSINESS WIRE) --

Digital Sketching and 3D Modeling Capability Speeds Exploration of Design Concepts; Real-Time Design Collaboration Made Possible for the First Time

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, announced today the availability of Autodesk(R) Architectural Studio, a pioneering digital design environment for architects and other building industry professionals. This unique environment serves as both a conceptual design creation and communication tool. Architects can develop initial design concepts with Autodesk Architectural Studio software and then refine and exchange ideas online using the product's optional Internet-based Design Site service. Appealing to principals and senior designers trained in hand-based drawing methods as well as to technologically advanced CAD users, Autodesk Architectural Studio facilitates visual thinking about complex design problems, saving time and enhancing communication throughout the entire project team.

"We're really excited about Autodesk Architectural Studio's ability to serve as a central resource for design communication when we're out of the office," said John Koga, senior associate of Kohn Pedersen Fox Associates (KPF), an architecture and planning firm with offices in New York City, London, and Tokyo. "It's the only product I've seen that successfully integrates an intuitive design tool with a real-time design collaboration environment. It gives us the freedom to sketch out design ideas and critique designs together even if we're overseas."

The Digital Design Studio

Capitalizing on advances in pen-based input and graphics tablet technology, Autodesk Architectural Studio recreates the architect's traditional design studio with a suite of simple, intuitive tools that emulate the hand-eye coordination and spontaneous creativity experienced when working with traditional architectural drawing tools -- pens, erasers, markers, and tracing paper.

"We're entering a new era in digital design practice," said Phil Bernstein, FAIA, vice president of Autodesk's Building Industry Division. "Technology is finally finding ways to support creative and collaborative processes rather than focusing solely on automating drafting production tasks."

With Autodesk Architectural Studio, seasoned architects and designers trained in hand-based drawing methods can now be digitally connected to colleagues who are skilled as CAD drafters or modelers but are often lacking in the actual experience of putting a building together. This saves time by eliminating the "compatibility gap" that occurs when drafters must transform designers' early, hand-rendered sketches into the precision CAD drawings that are required for later phases of design development. Through Autodesk Architectural Studio's interoperability with other Autodesk(R) design solutions, freehand drawings and conceptual models enter the digital stream early on. This design data can then be exported easily into Autodesk(R) Architectural Desktop, AutoCAD(R), or Autodesk(R) VIZ software for further development and, when necessary, imported into Autodesk Architectural Studio for subsequent conceptual problem solving. Design coordination cycles are thus reduced, increasing productivity and project efficiency.

Within Autodesk Architectural Studio's multimedia environment, architects and other building design professionals can aggregate a variety of graphical data -- such as photographs, animations or renderings, freehand sketches, conceptual 3D models, and hard-line drawings. This capability lets designers see their work in context, iterating design concepts and resolving design problems more quickly. At the same time, it offers a visually compelling presentation medium that can be used by both the project team for client design reviews and the marketing team for project interviews.

The Design Site Service

Autodesk Architectural Studio's innovative design environment is complemented by a ground-breaking Internet-based Design Site service, which allows architects to collaborate remotely in real time with the internal architectural design team, consultants, building owner, or contractor. Complex design problems or later stage construction issues that require immediate, graphical communication can be resolved more quickly through the sharing of additional design sketches or digitally hand-written notes and annotations. This saves both time and money for shipping or travel costs and allows for a more satisfying and immediate collaborative resolution of design problems.

Providing the utmost flexibility, Autodesk Architectural Studio offers the choice of working offline in the software design environment or online using the optional Design Site service.

A Wide Range of Hardware Options

Autodesk Architectural Studio has been developed to work with many different hardware platforms at a range of prices. For data input, designers can use any standard mouse or trackball or one of the following pen-based input options that provide the more natural feel of drawing:

- Standard graphic pen tablet systems
- Direct pen-input LCD tablet-processor systems
- Pen-based input PC tablets

Autodesk Architectural Studio is ideal for the Tablet PC form factor and will run on the Microsoft(R) Windows(R) XP Tablet PC Edition operating system.

Purchasing and Product Availability

Autodesk Architectural Studio is available immediately in International English in North America. To accommodate differing work styles and company and project needs, Autodesk Architectural Studio may be purchased in separate components as follows:

- Autodesk Architectural Studio Design Software -- Customers can purchase a perpetual license for the design creation software, which is used for conceptual design, sketching, modeling, and presentation. After downloading from the Web, the software is installed on the desktop and runs locally. A one-year subscription contract is part of the initial purchase of Autodesk Architectural Studio software.
- Autodesk Architectural Studio's Design Site Service -- This Internet-based service enables Autodesk Architectural Studio customers to collaborate and share design ideas online with colleagues via a private and secure website. No additional download is necessary. Customers pay for this service on a yearly basis and are advised to purchase the service for multiple users in order to best take advantage of its collaboration capabilities.

For more information on purchasing Autodesk Architectural Studio and the Autodesk(R) Subscription Program, contact an Authorized Autodesk Reseller or Autodesk at 800/964-6432, or visit www.autodesk.com.

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution 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 throughout the value chain leverage digital design data to work better, faster, and smarter. Autodesk is one of the largest global software companies with annual revenues of \$936 million. For more information about the company, see www.autodesk.com.

Note to Editors: Autodesk, AutoCAD, and Discreet are either registered trademarks or trademarks of Autodesk, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.(c)Copyright 2002 Autodesk, Inc. All rights reserved.

CONTACT: Autodesk, Inc.
Carol Lettieri, 415/507-6908
carol.lettieri@autodesk.com

URL: <http://www.businesswire.com>
Today's News On The Net - Business Wire's full file on the Internet with Hyperlinks to your home page.

Copyright (C) 2002 Business Wire. All rights reserved.