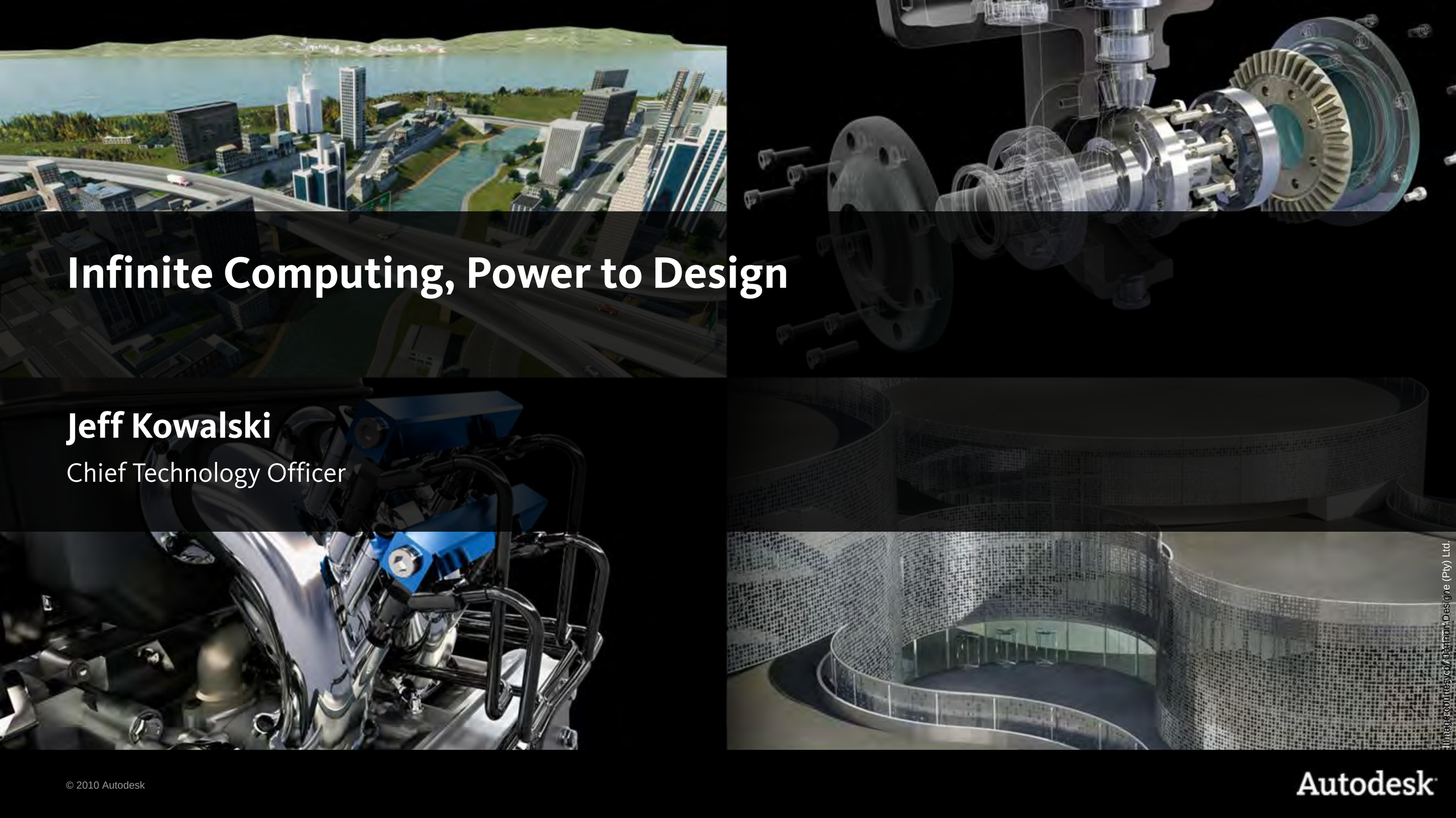

# Infinite Computing, Power to Design

**Jeff Kowalski**

Chief Technology Officer

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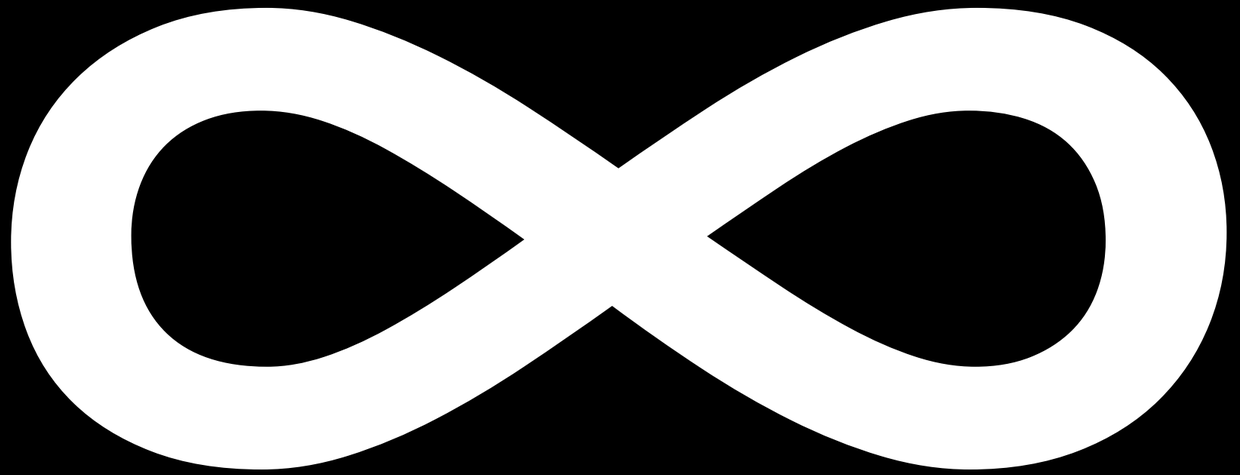

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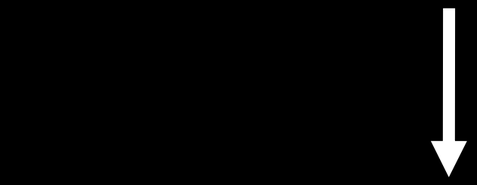

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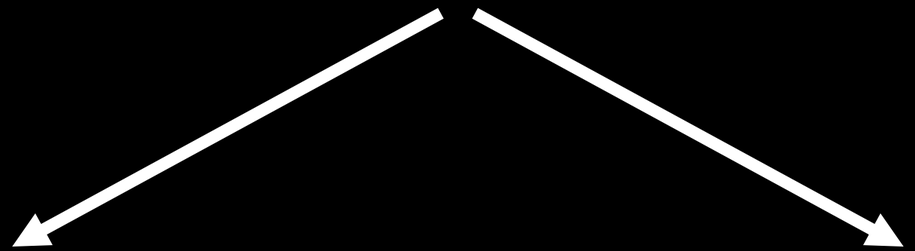

# More things

# More people

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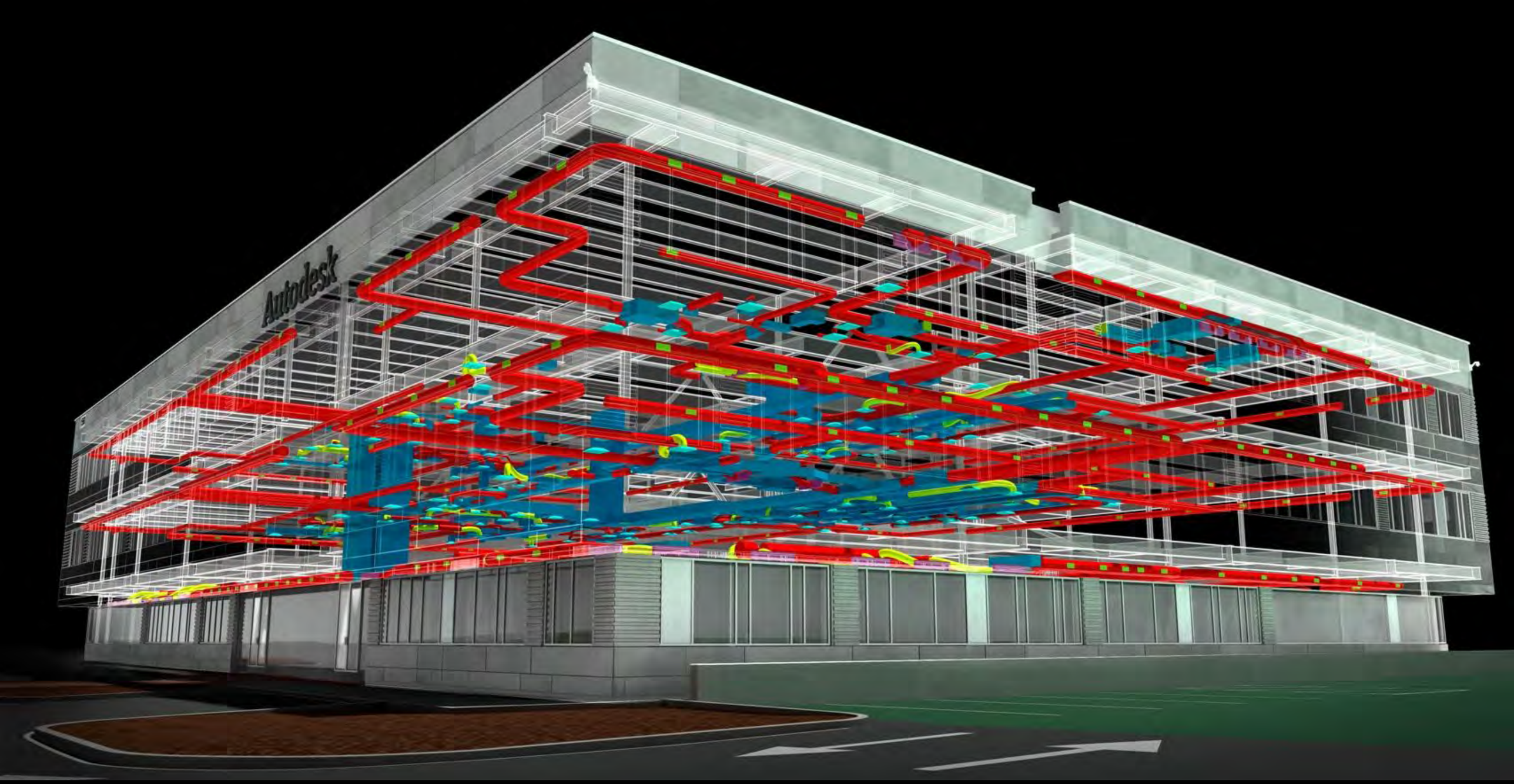


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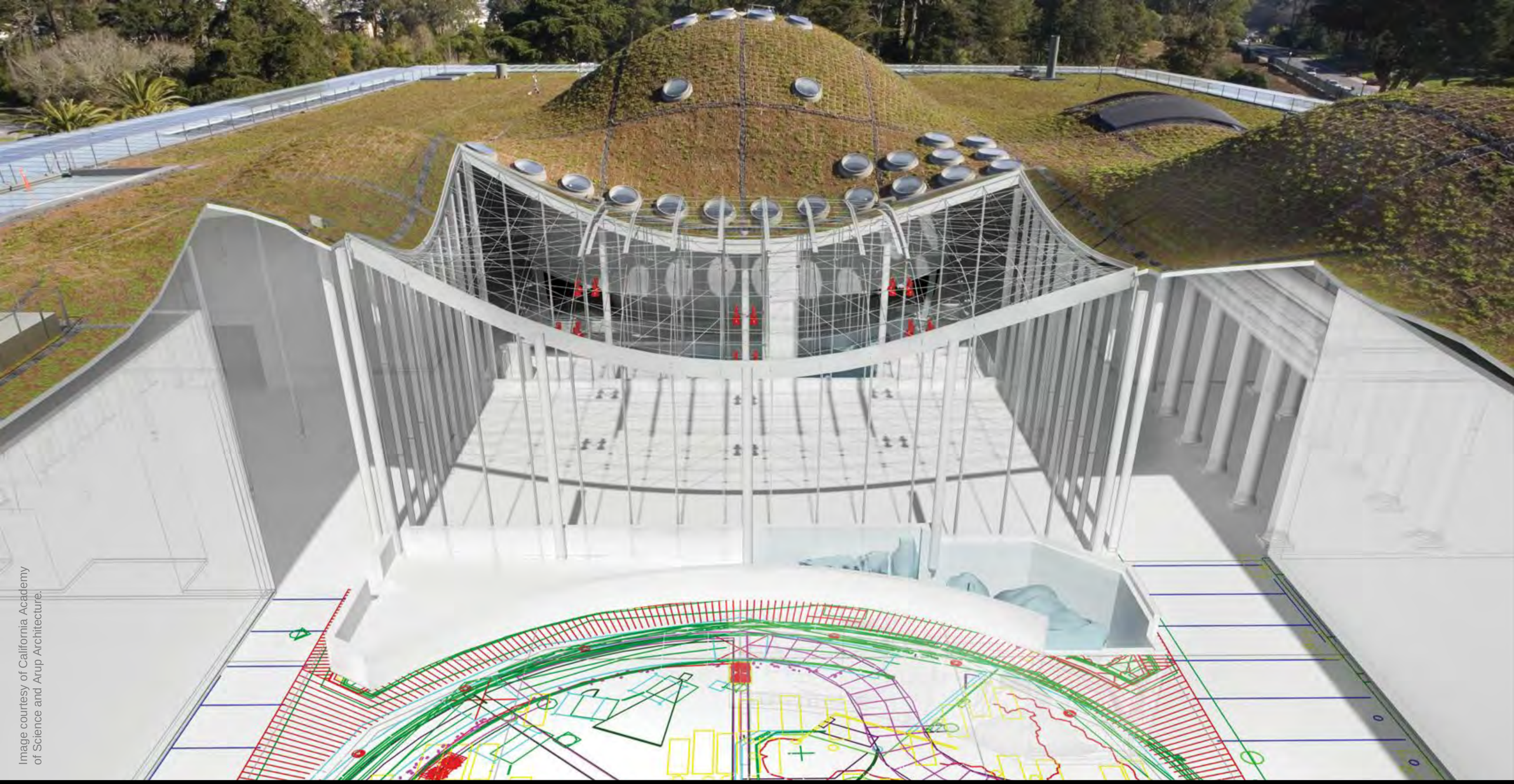

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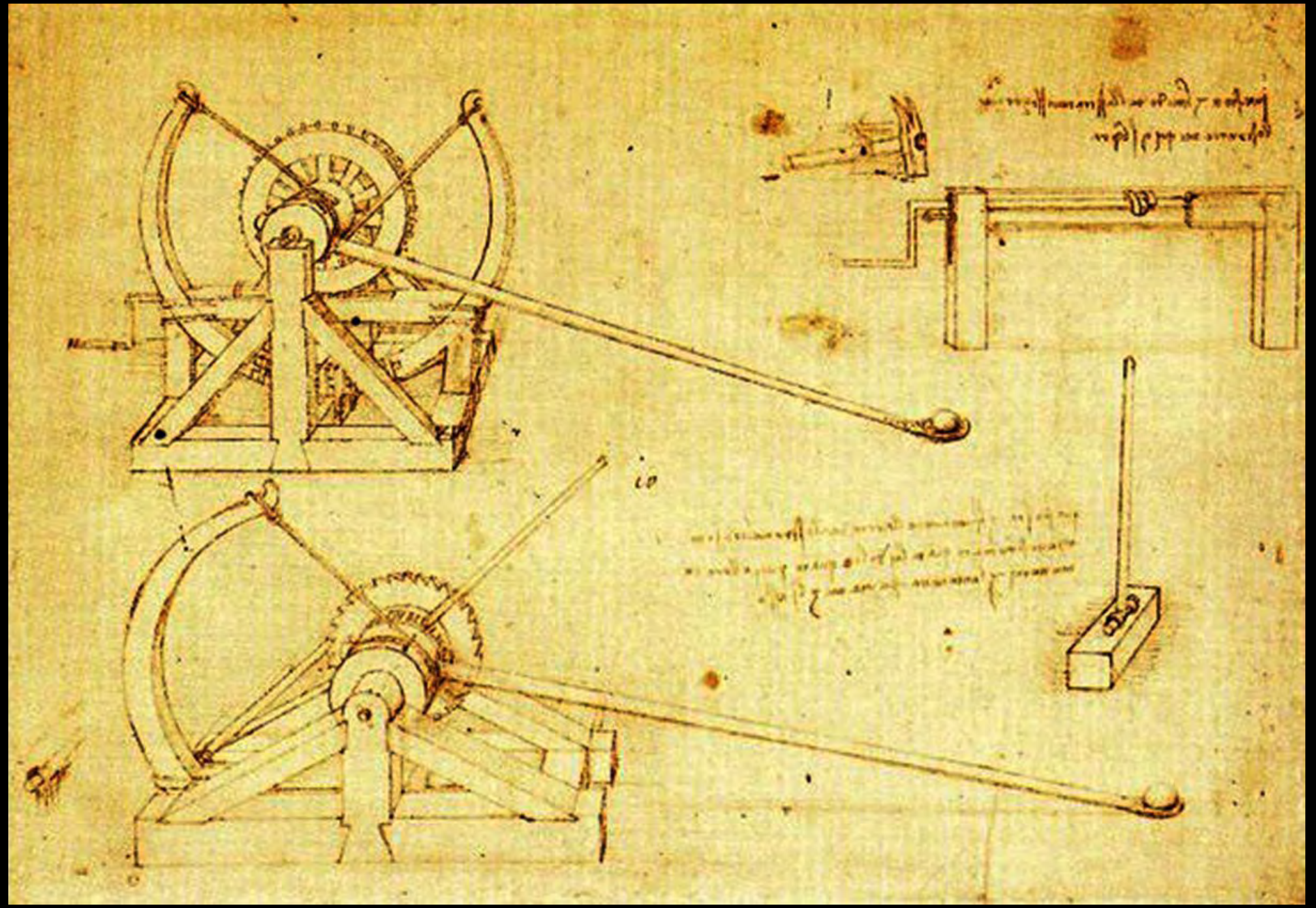

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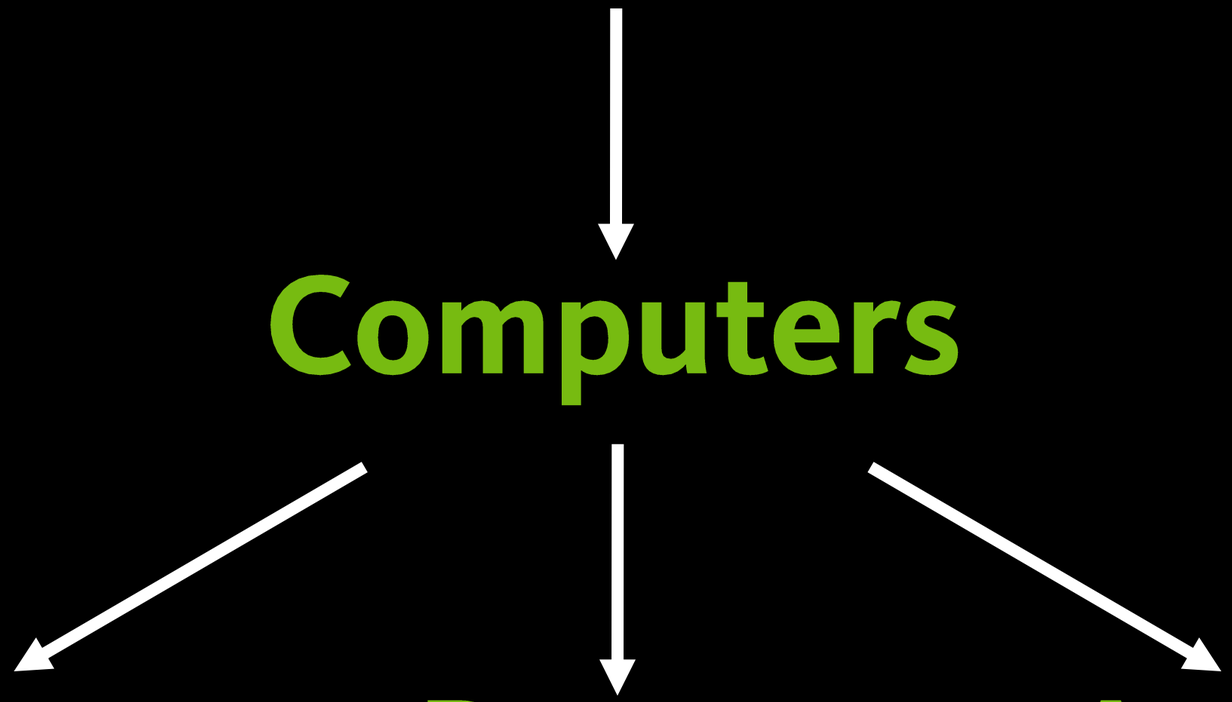
# Infinite Computing



## Computers

## Awareness

## Power

## Availability

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# Awareness

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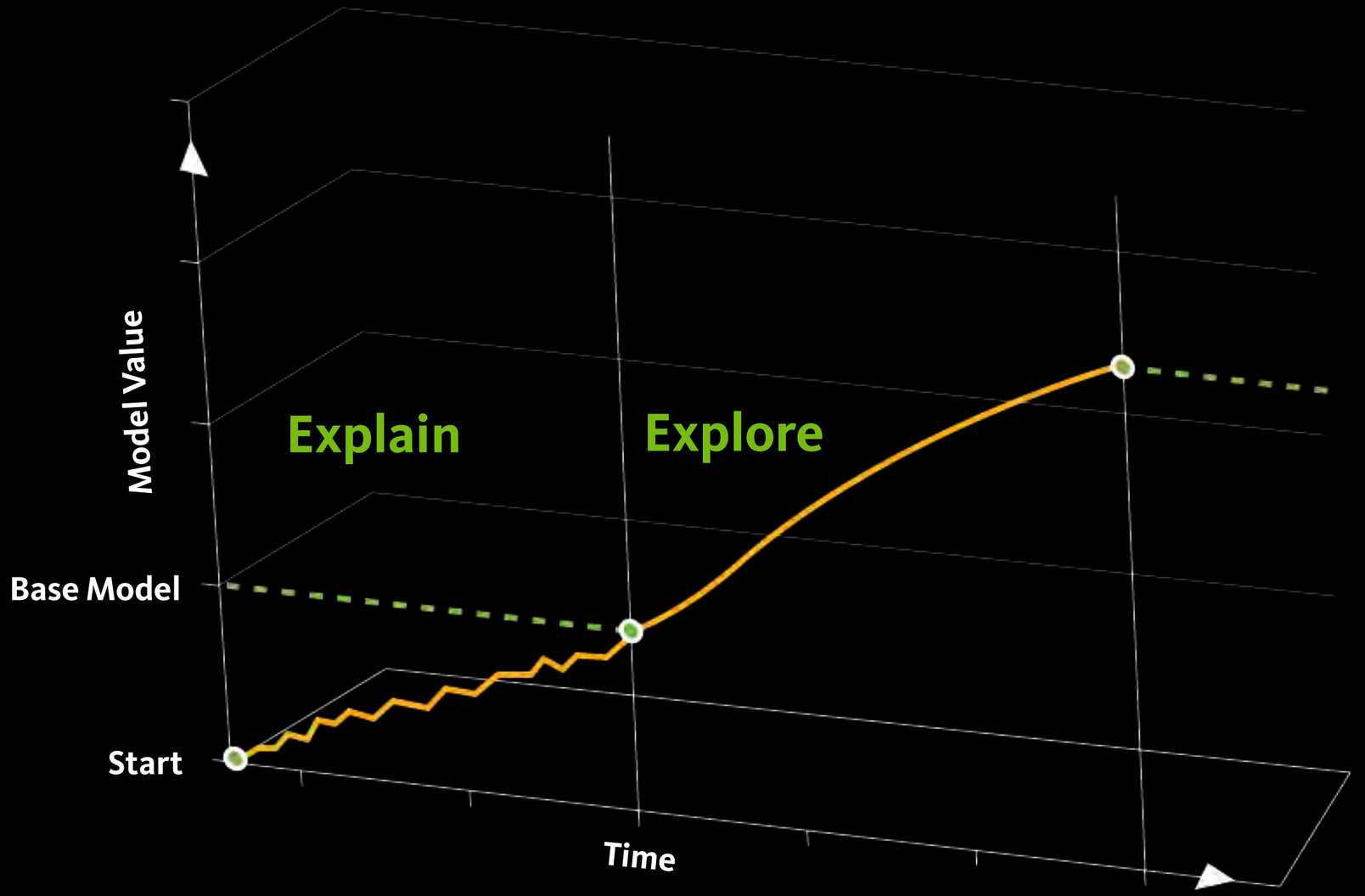


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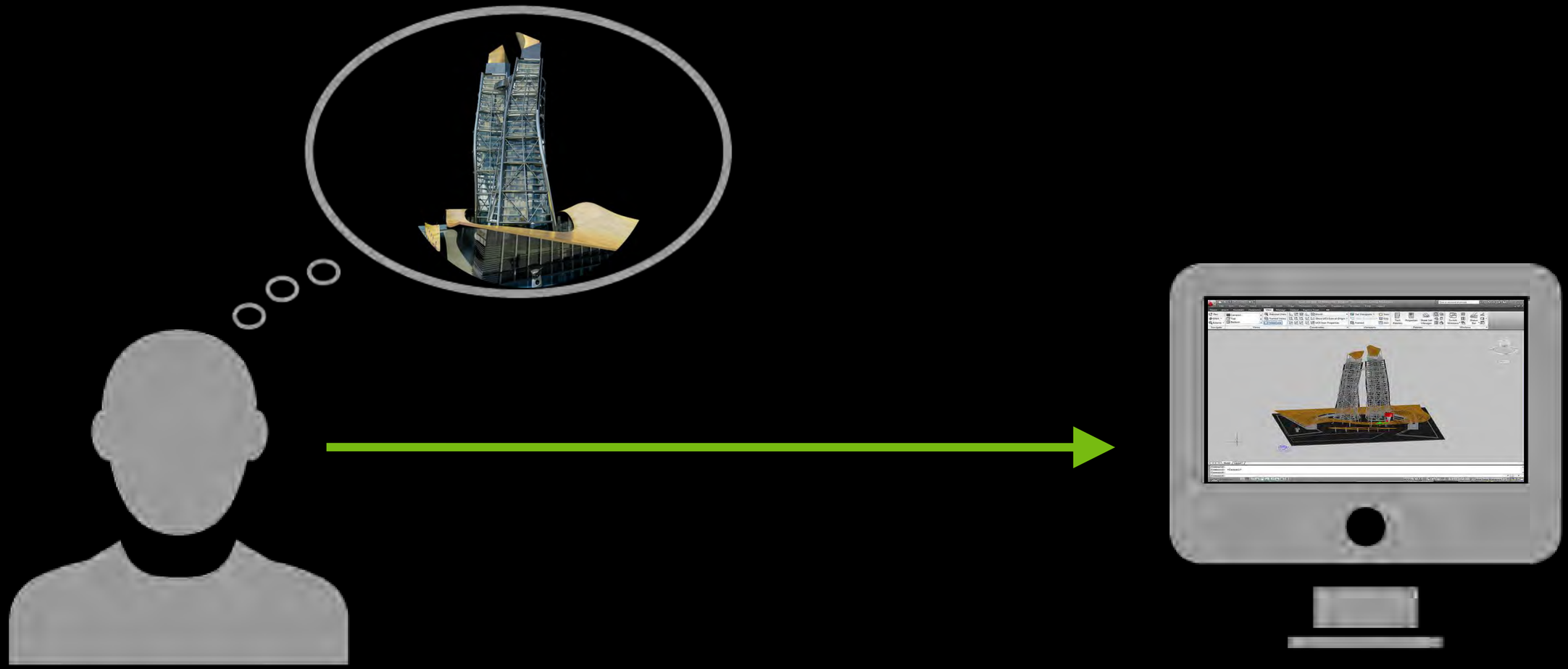

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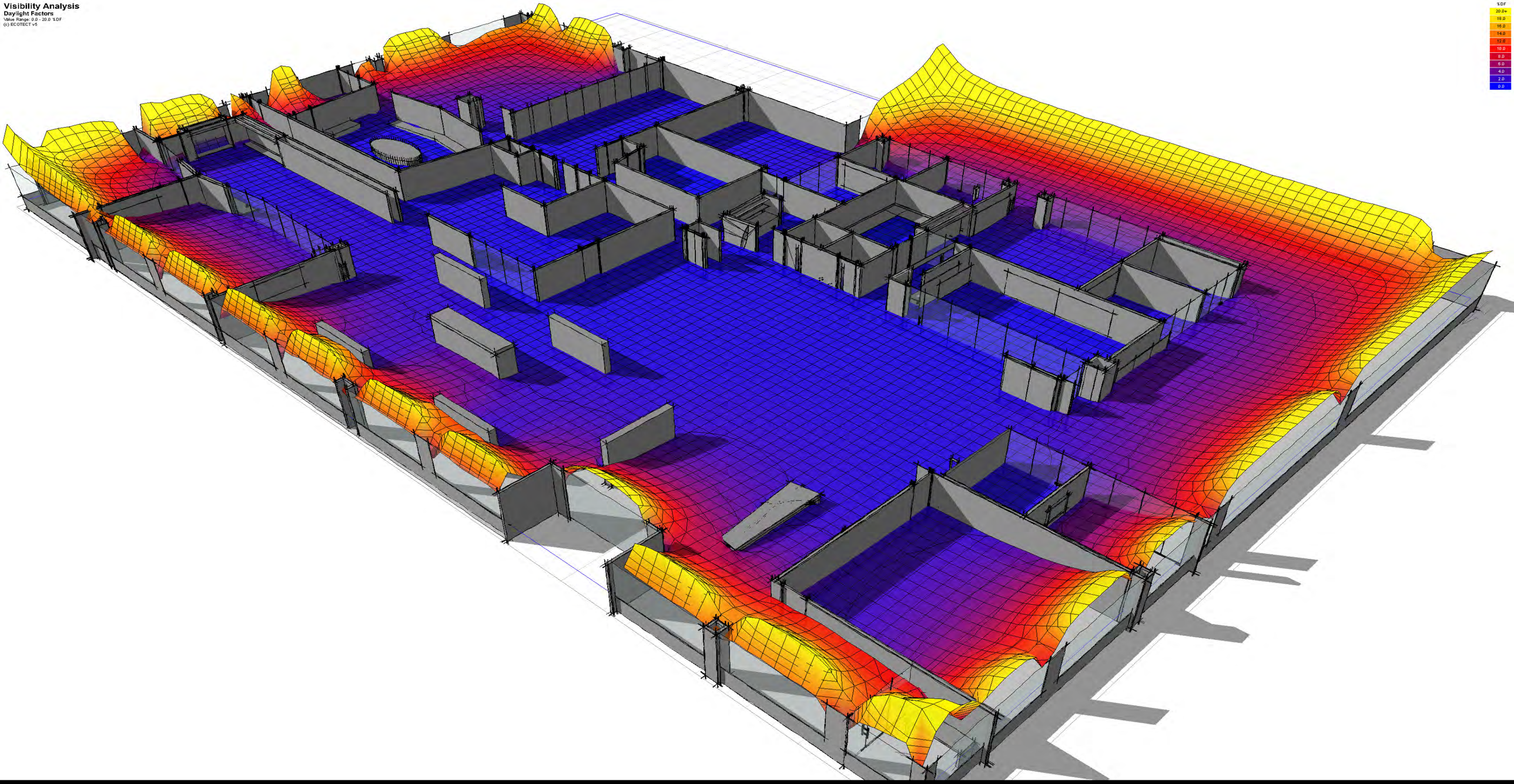


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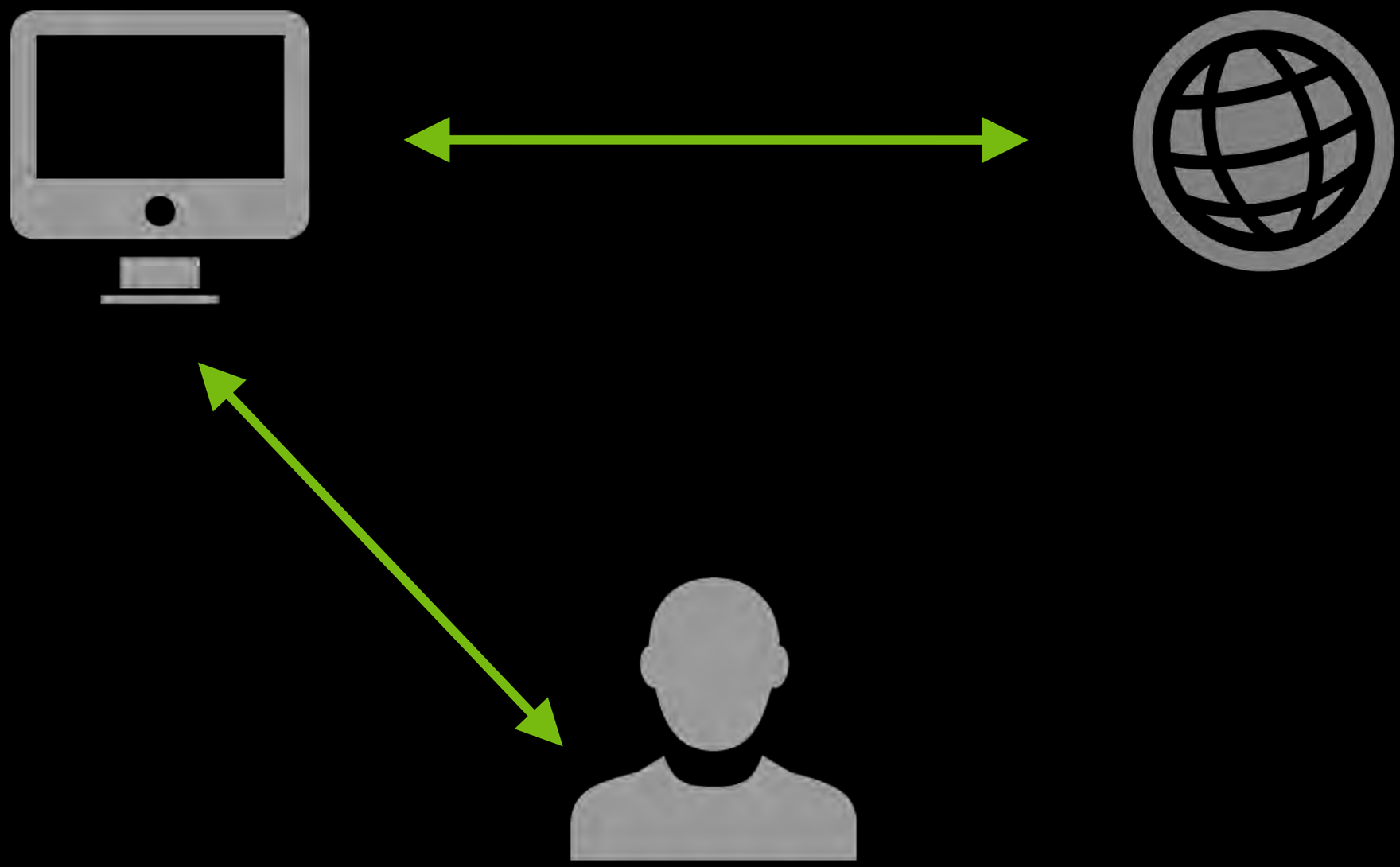

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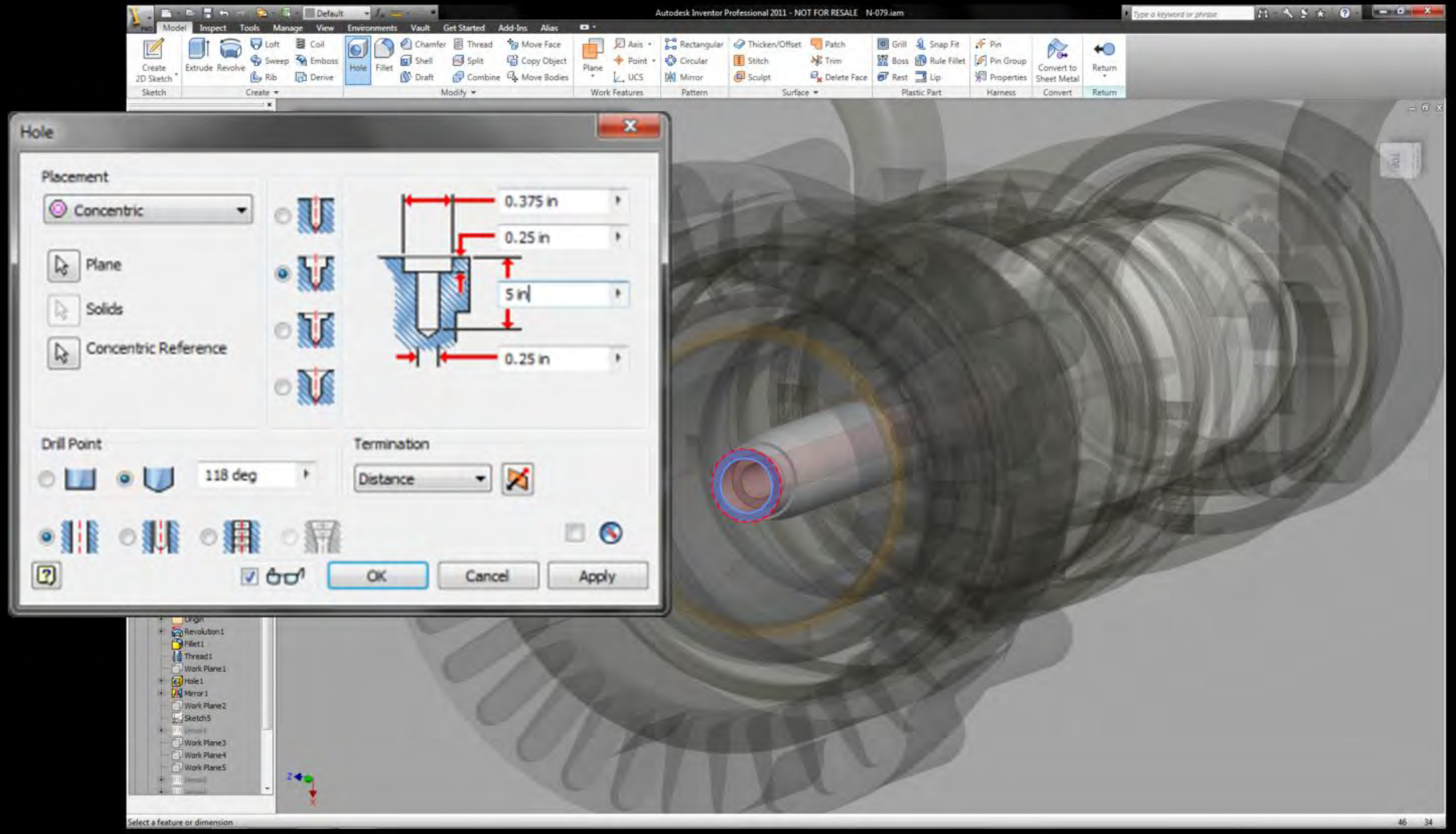


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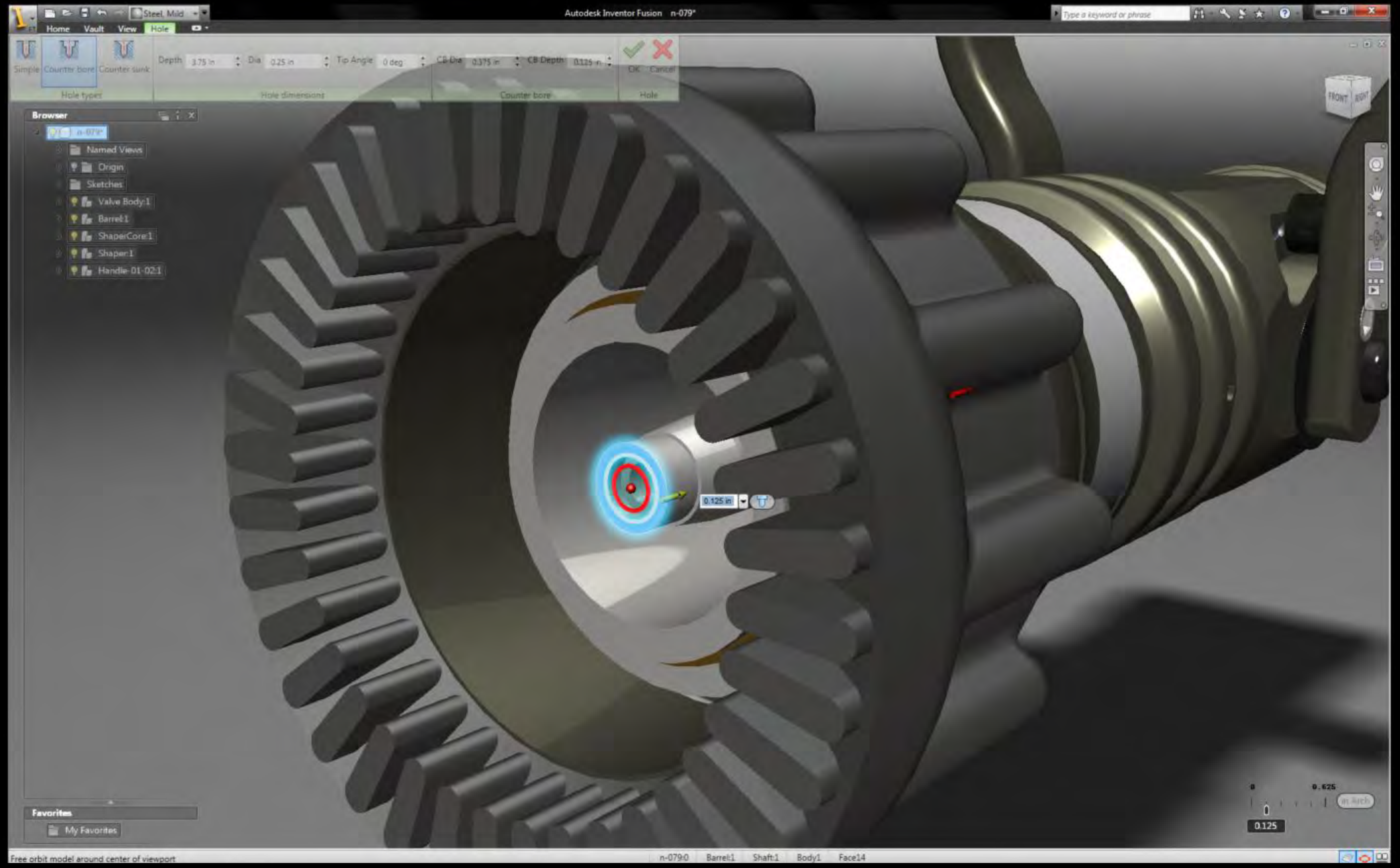


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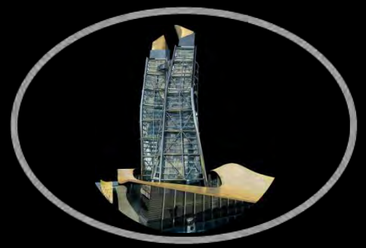

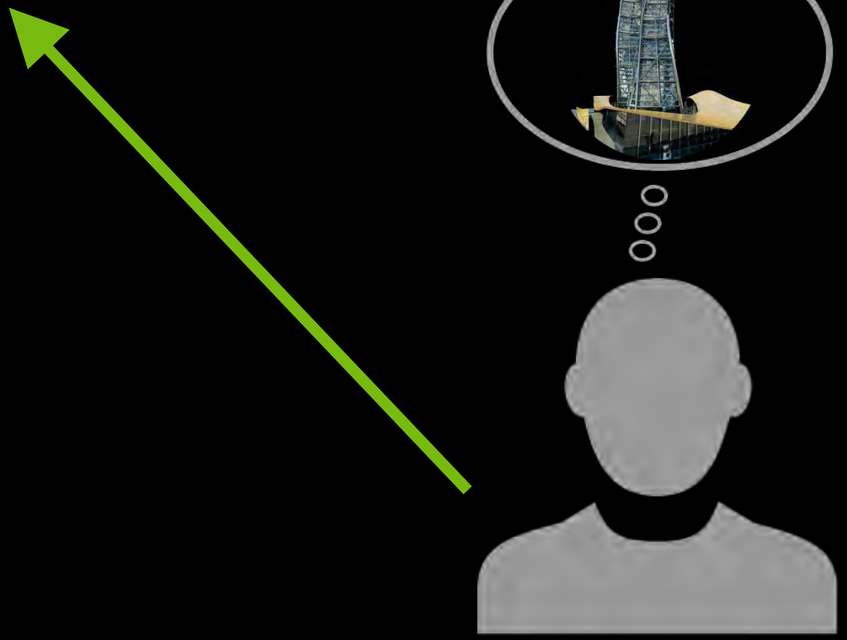

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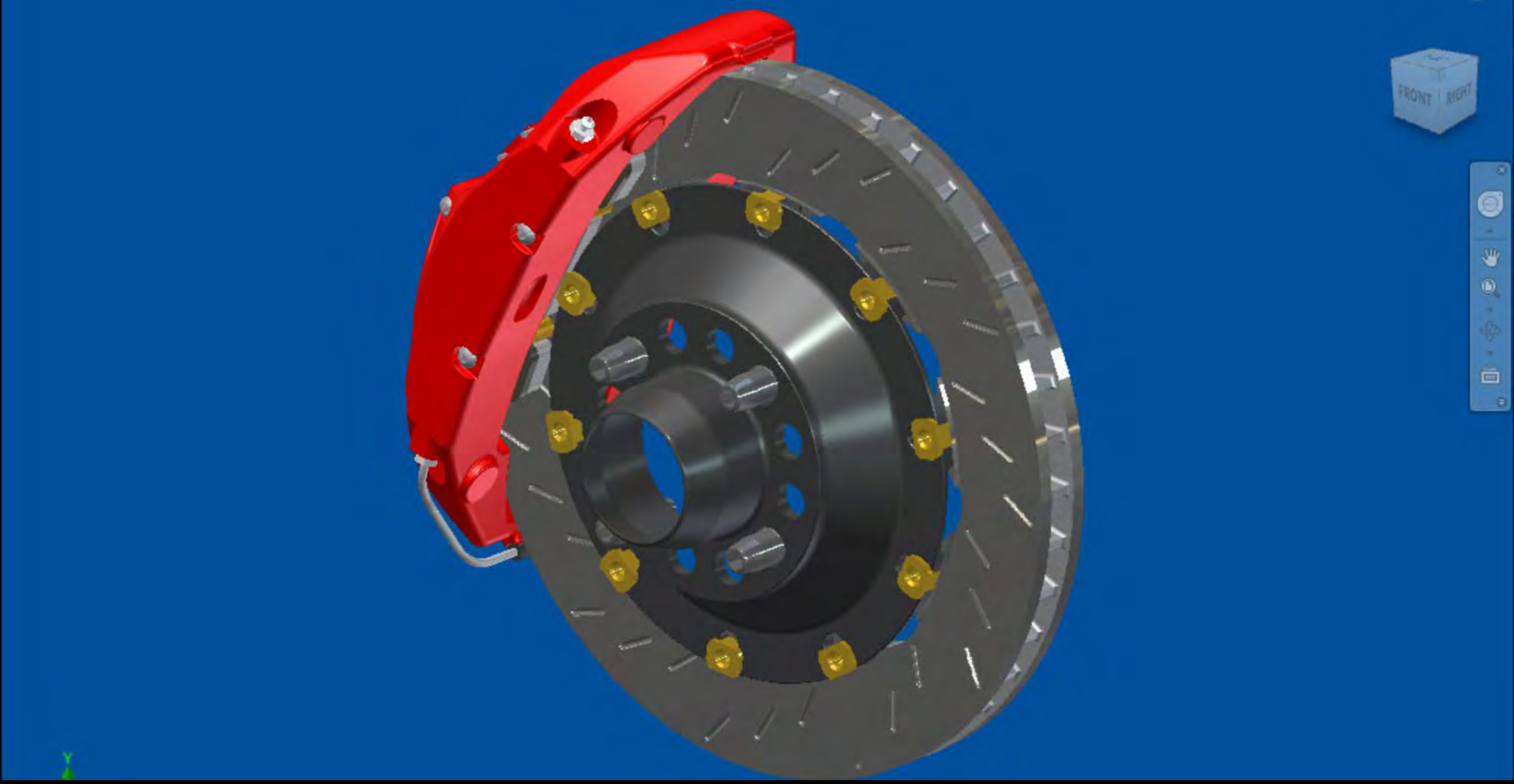


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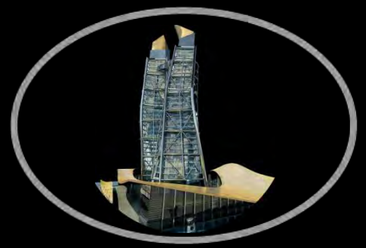

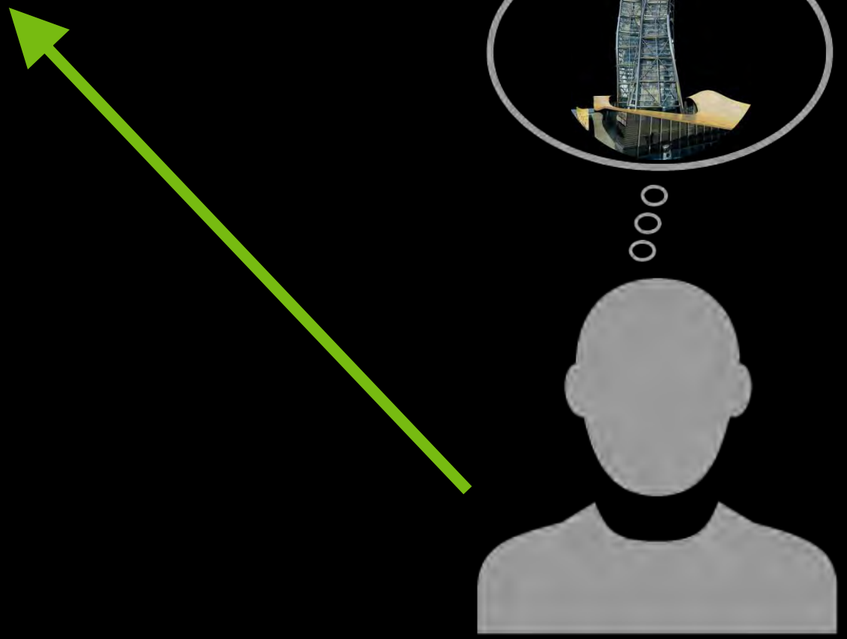

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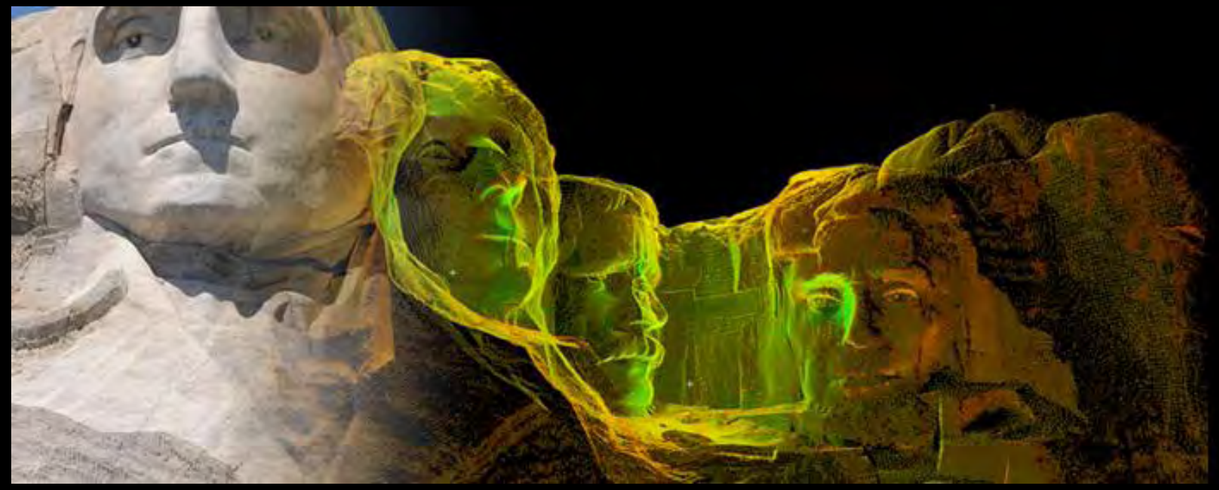

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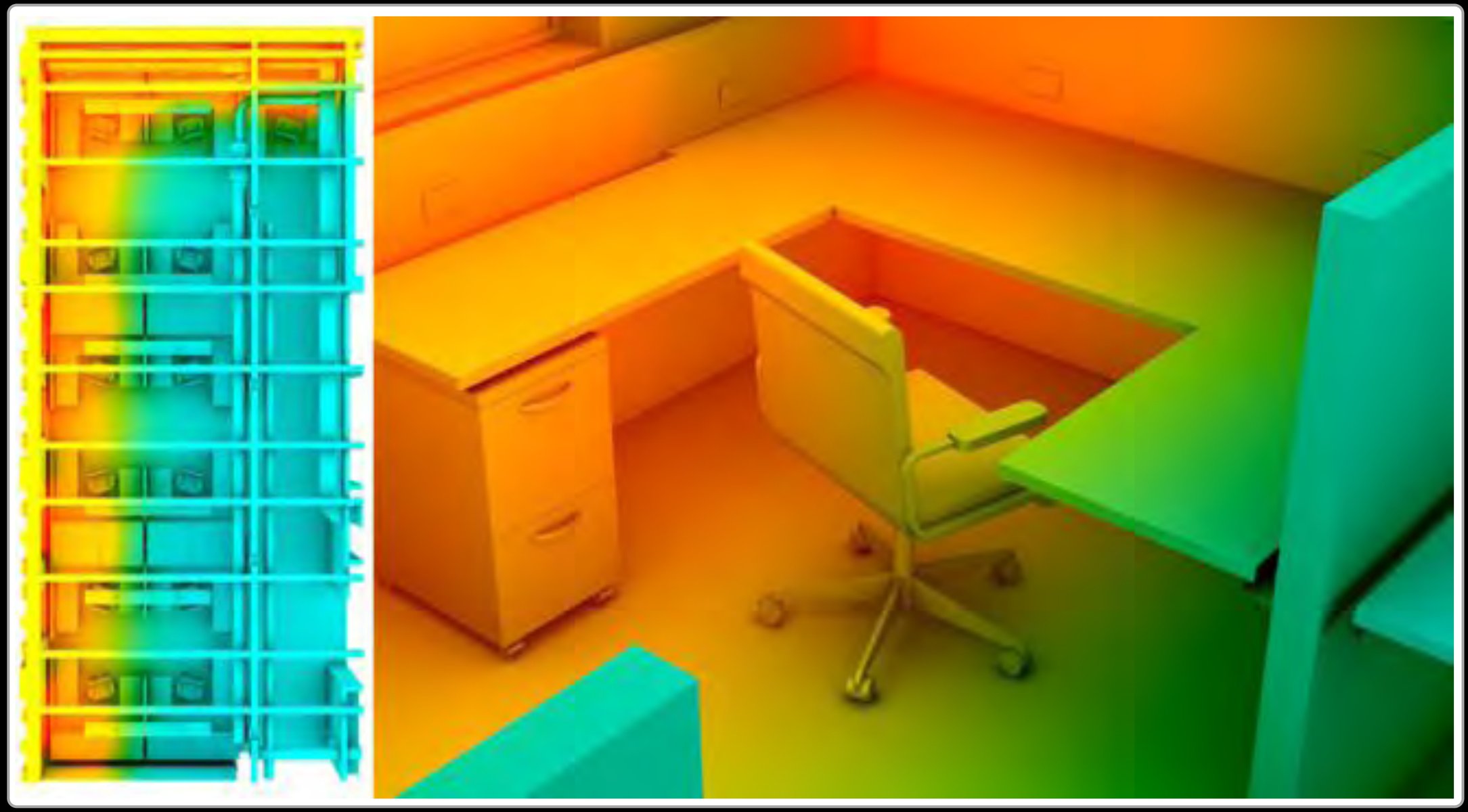

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# Power

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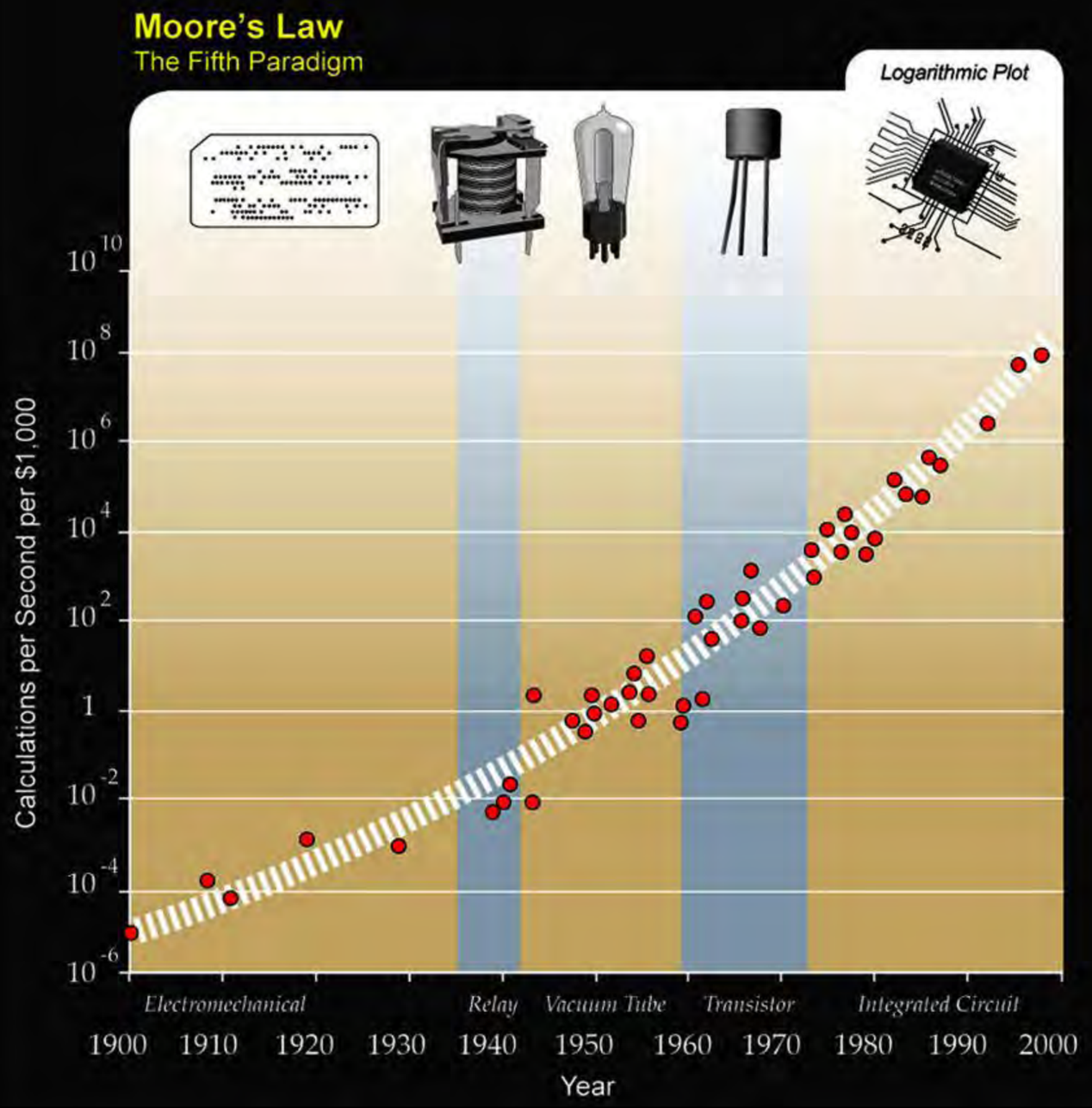


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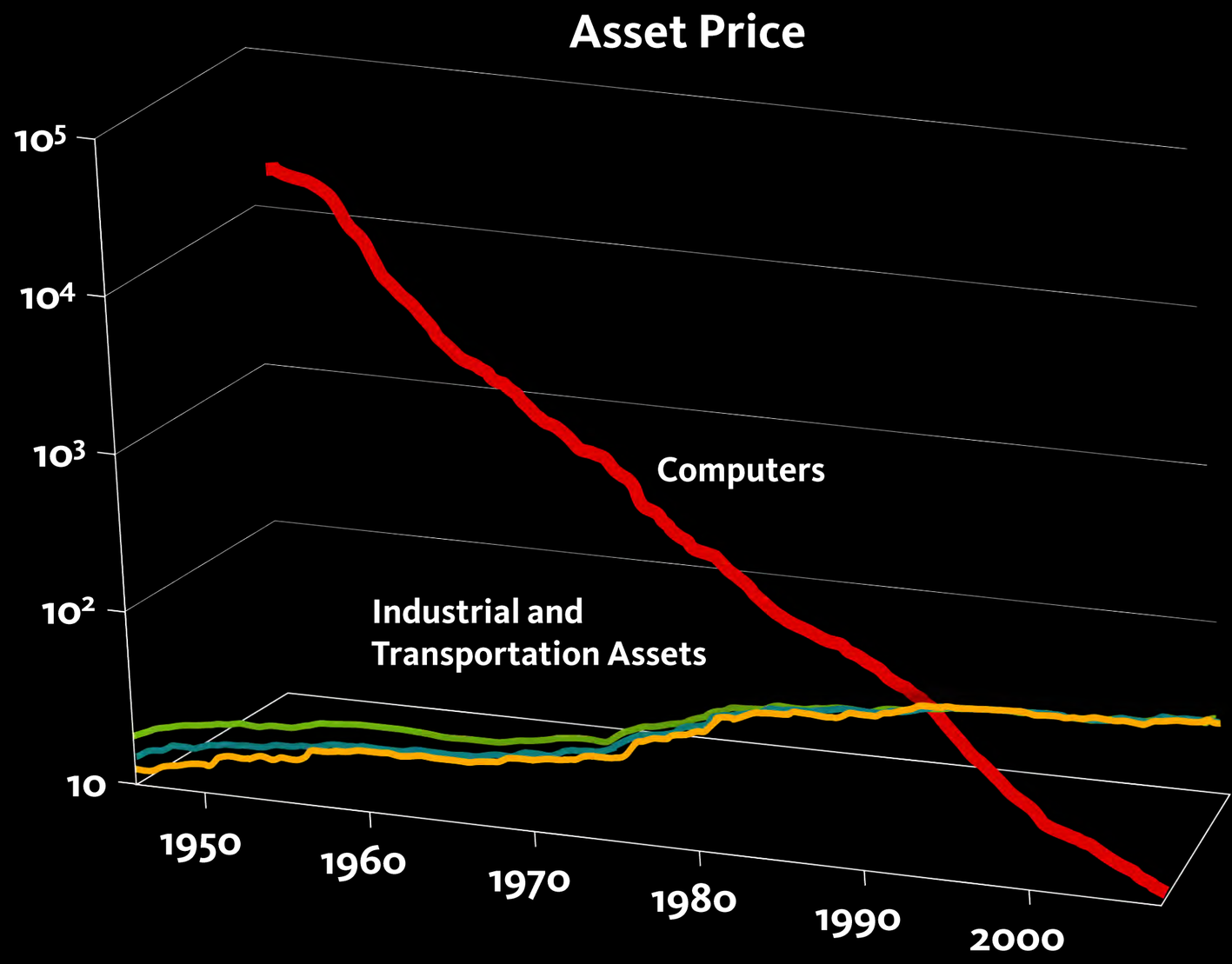


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# $7.50 per hour

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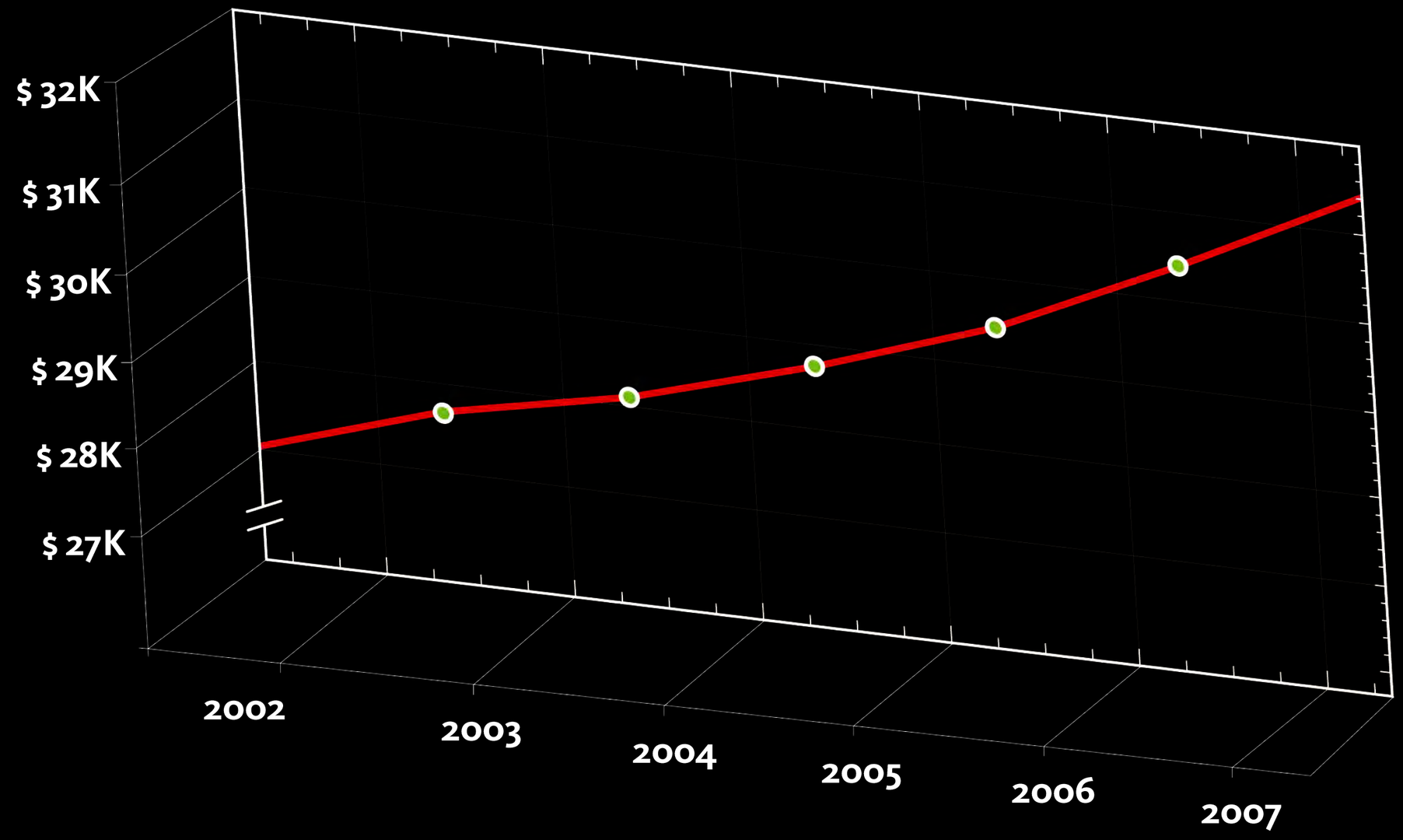


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$7.50 per hour

$0.03 per hour

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# Innovation

# Generation

# Selection

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# 1% Inspiration

# 99% Perspiration

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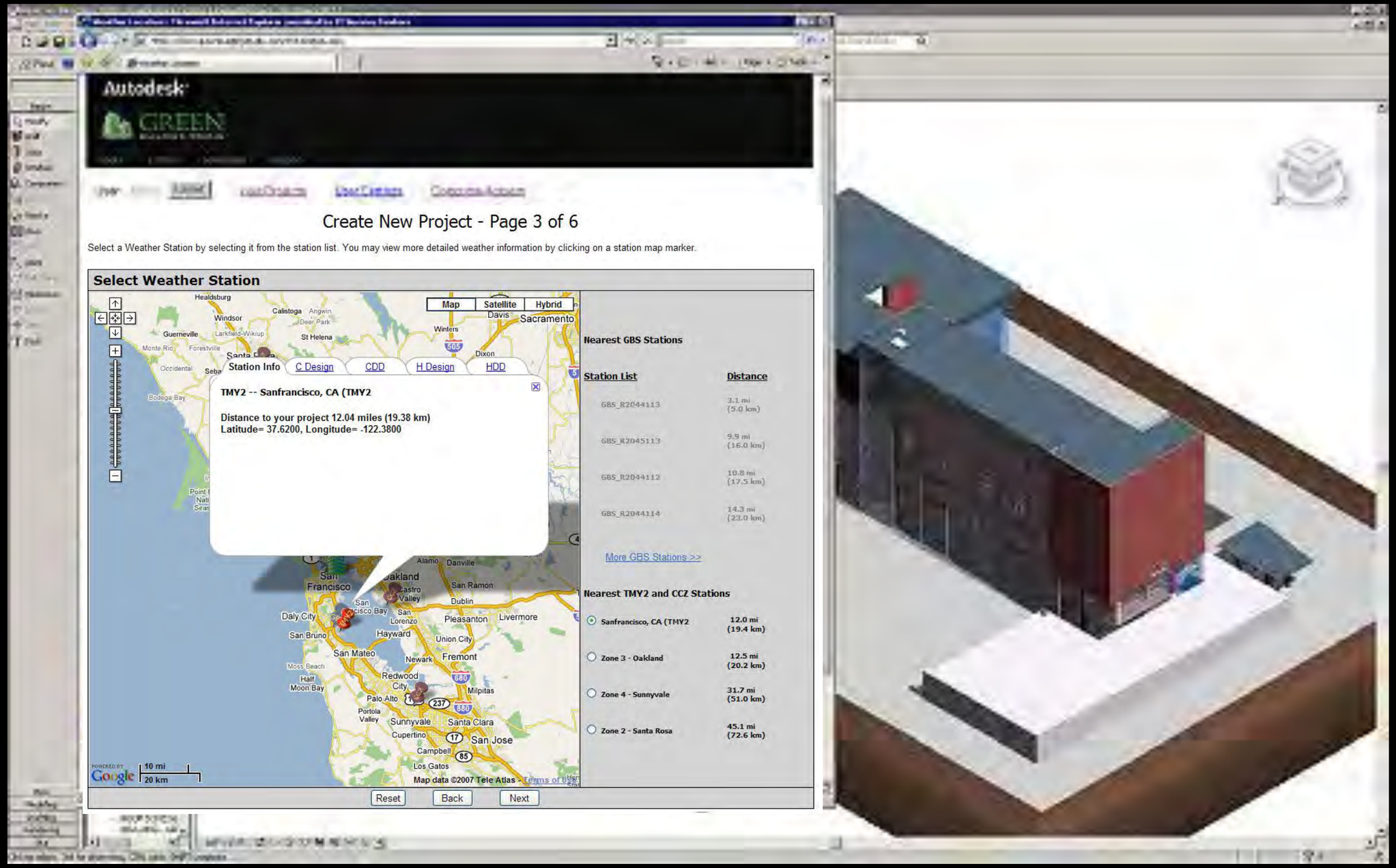


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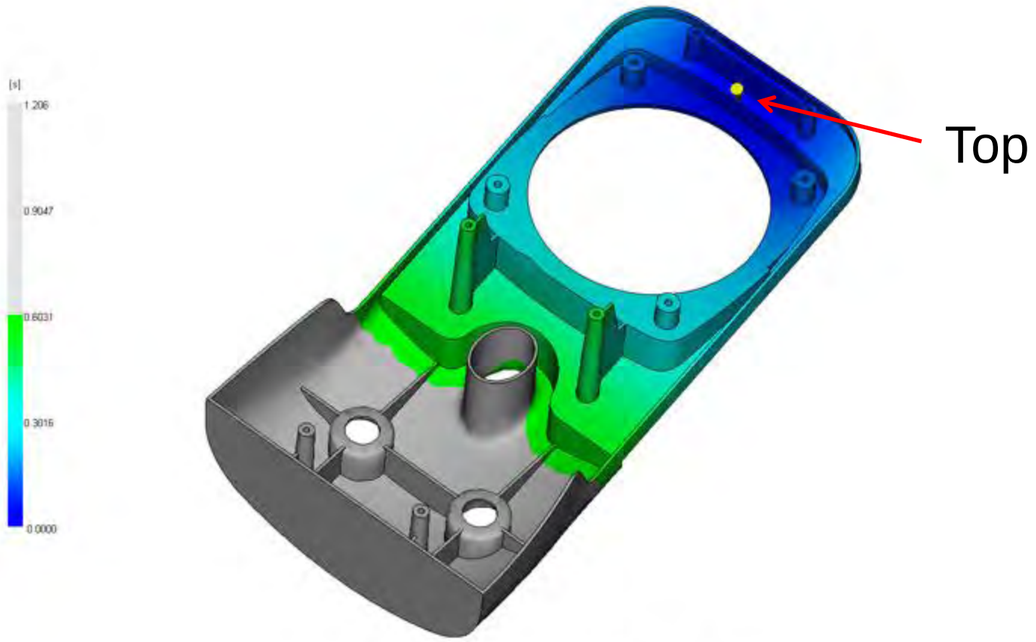


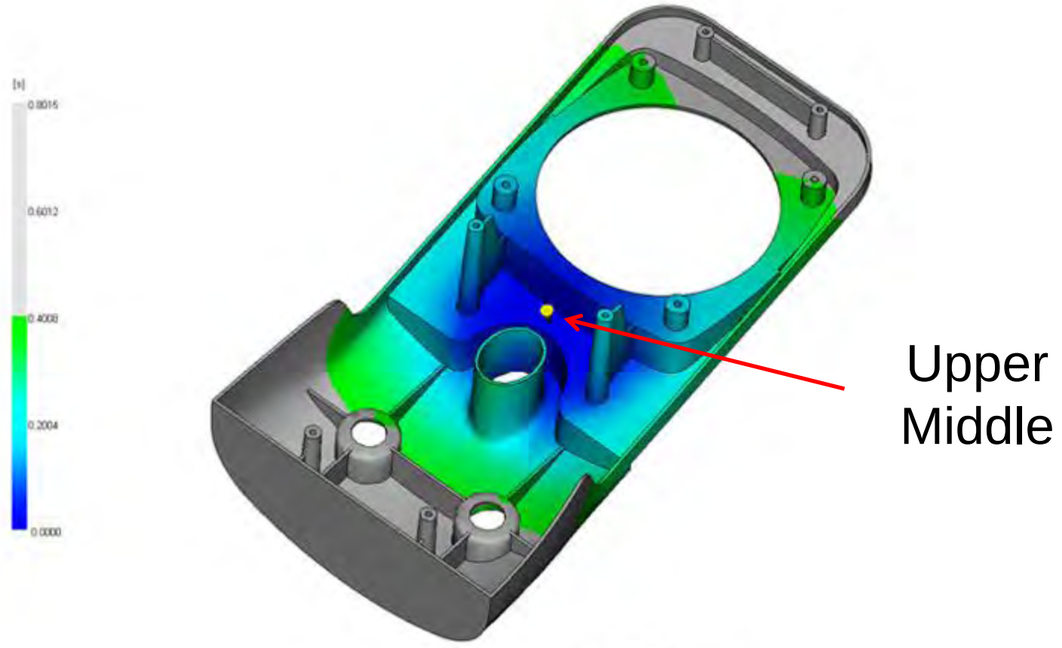


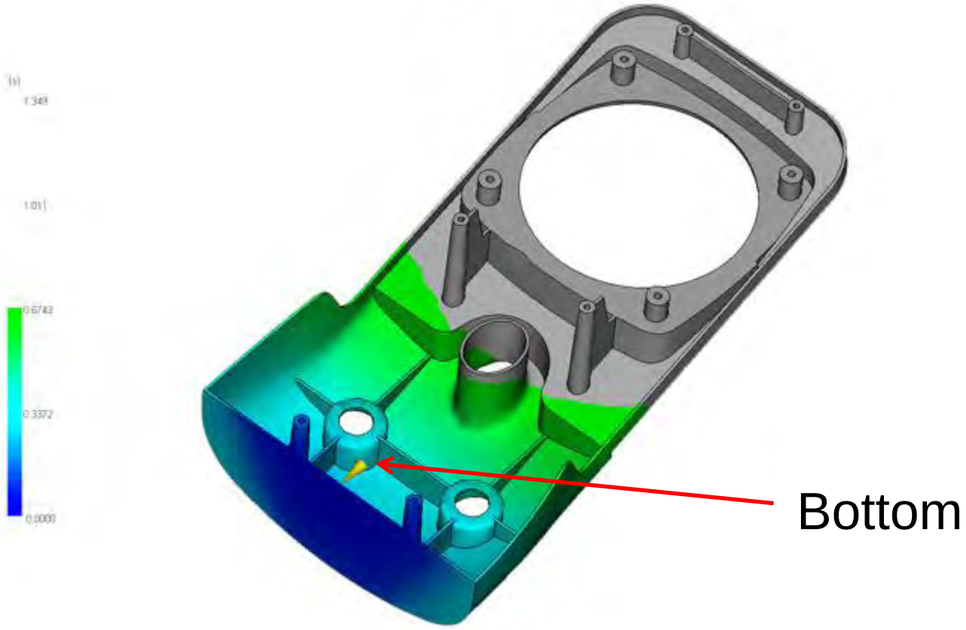


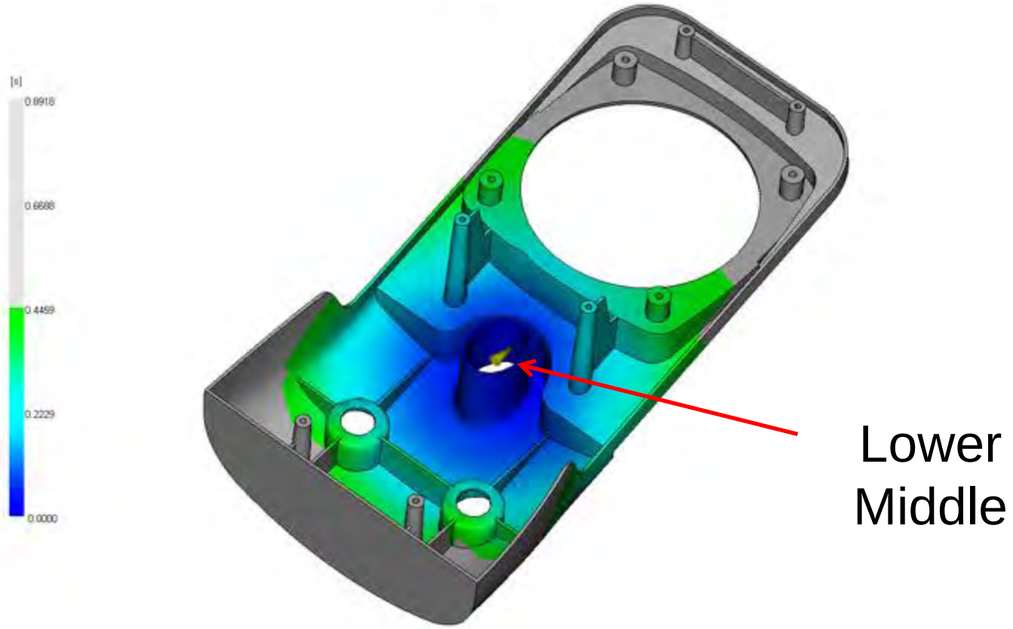


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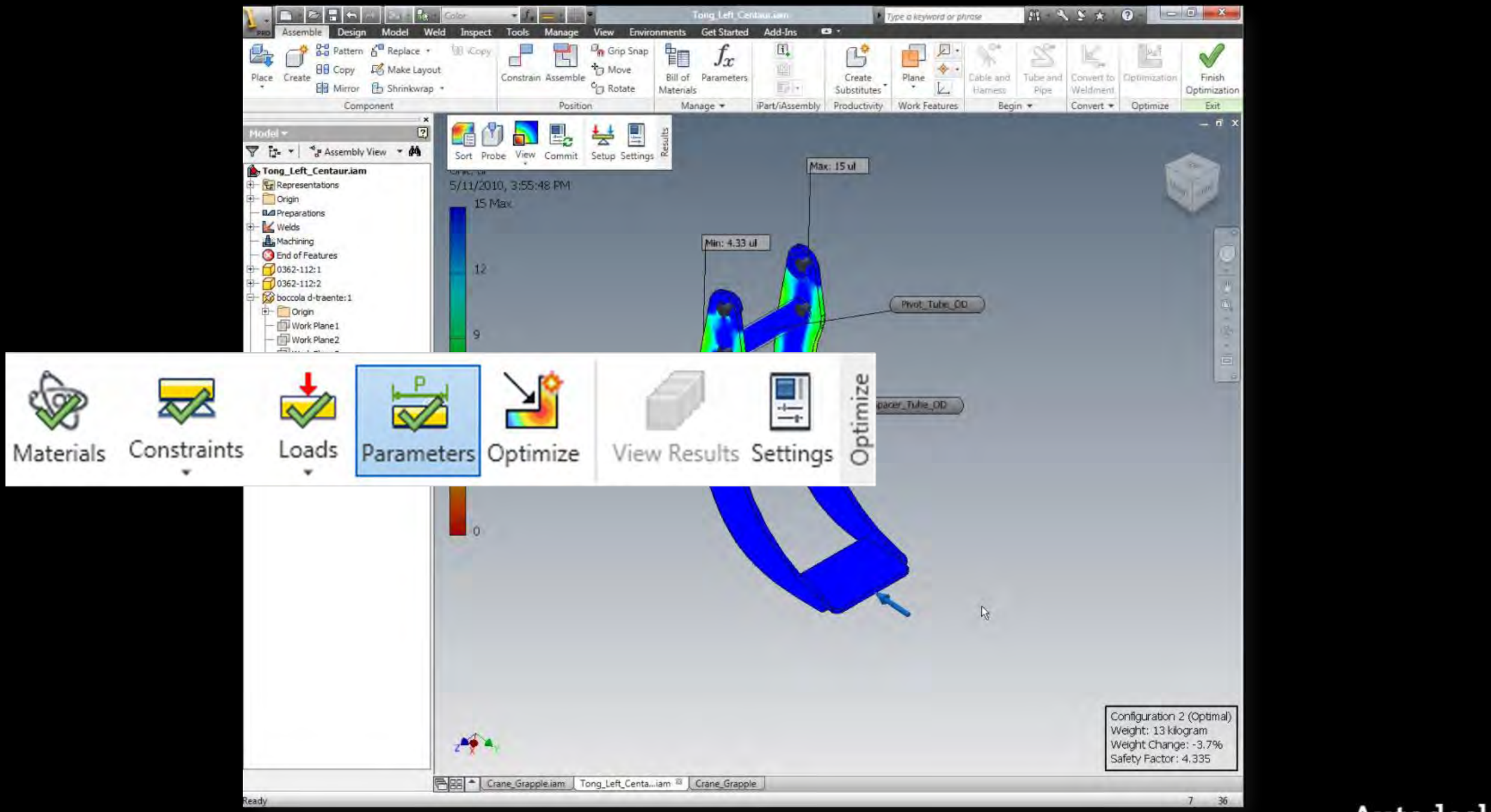


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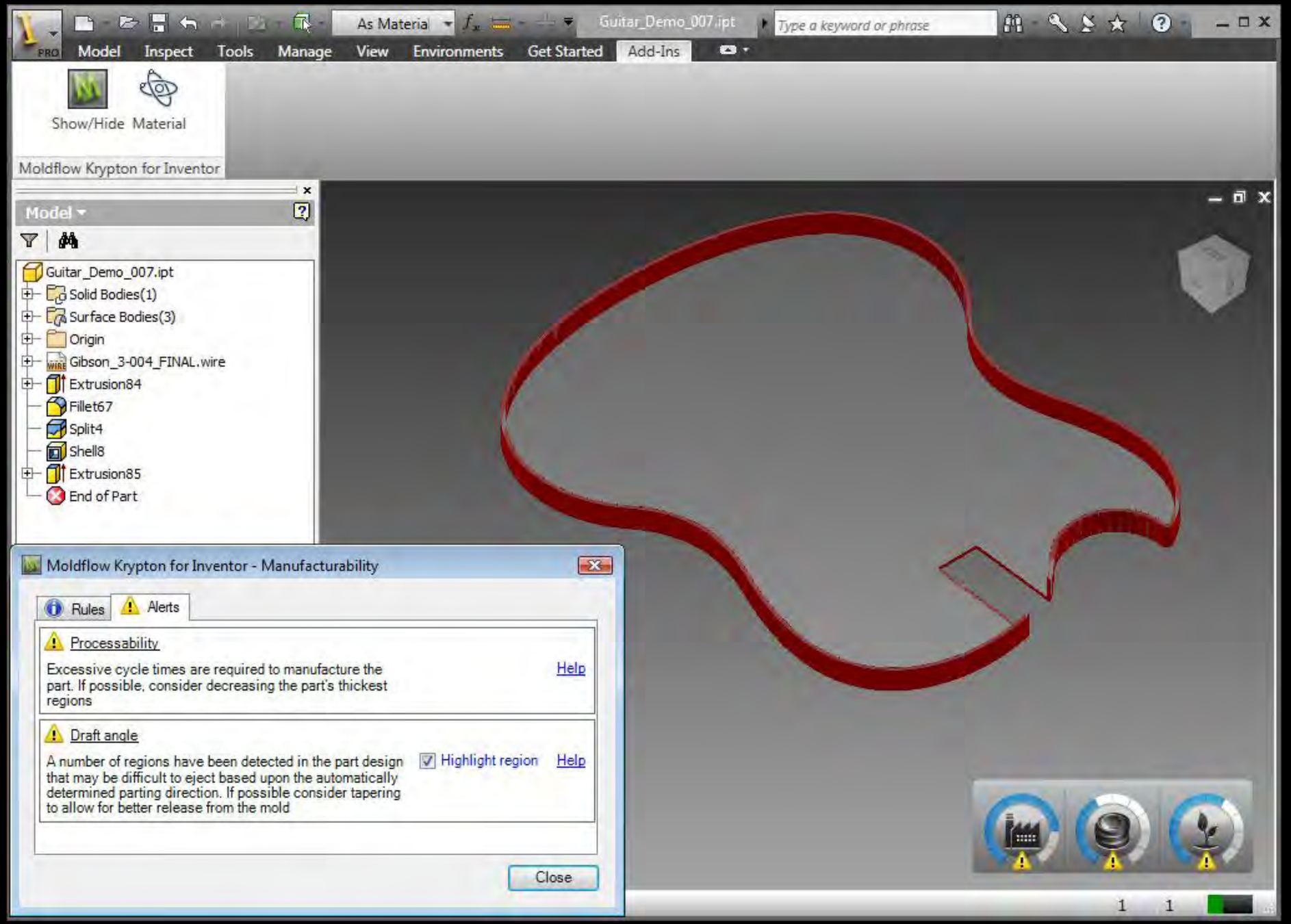


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# Shanghai Tower

- At 632m the tallest building in China, #2 in the world
- LEED Gold + 3 STAR China Green STD
- Construction of foundation completed
- Targeted opening in 2014
- Owner-driven BIM from design to construction through operations

Shanghai Tower Construction & Development Co. Ltd

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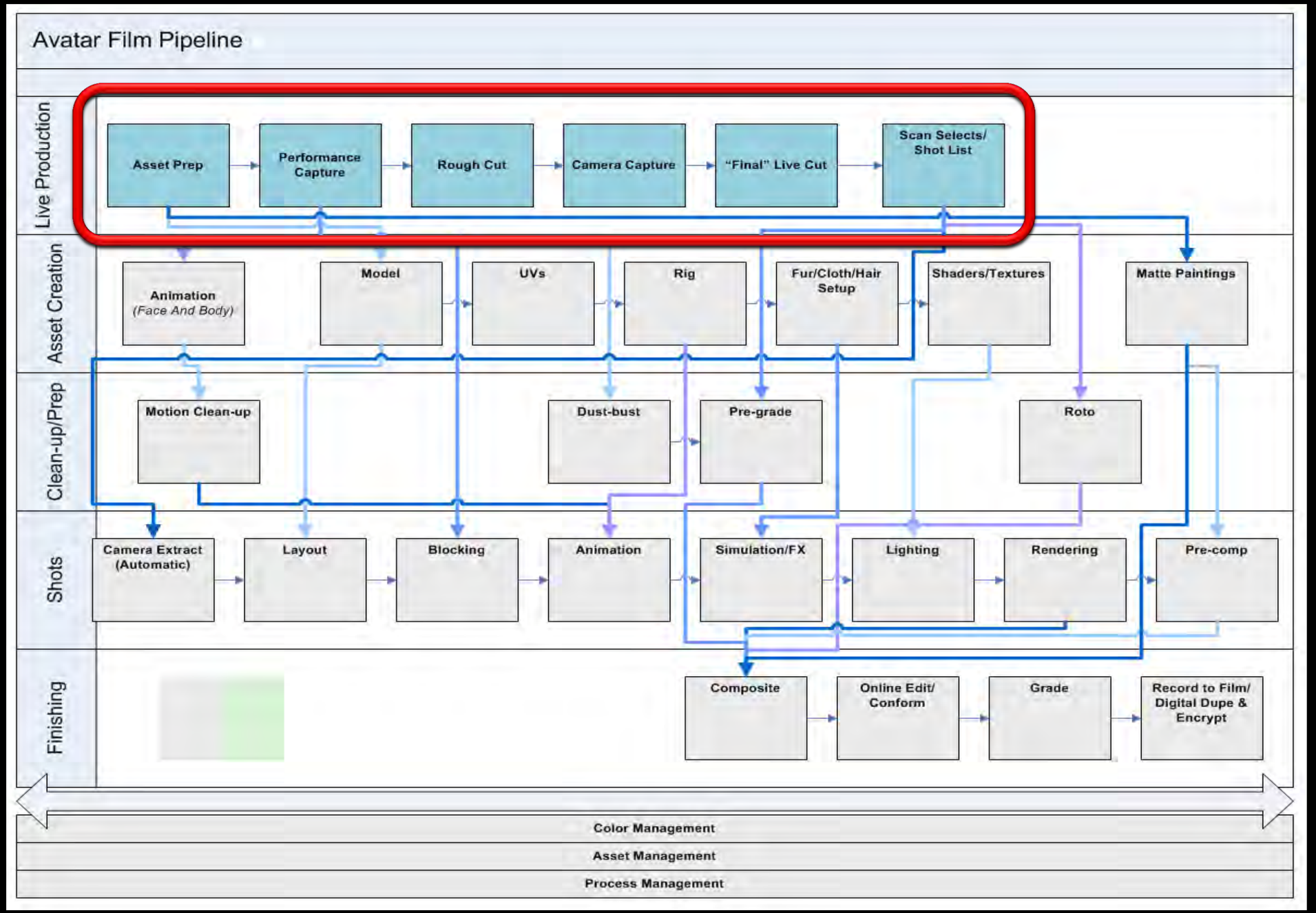


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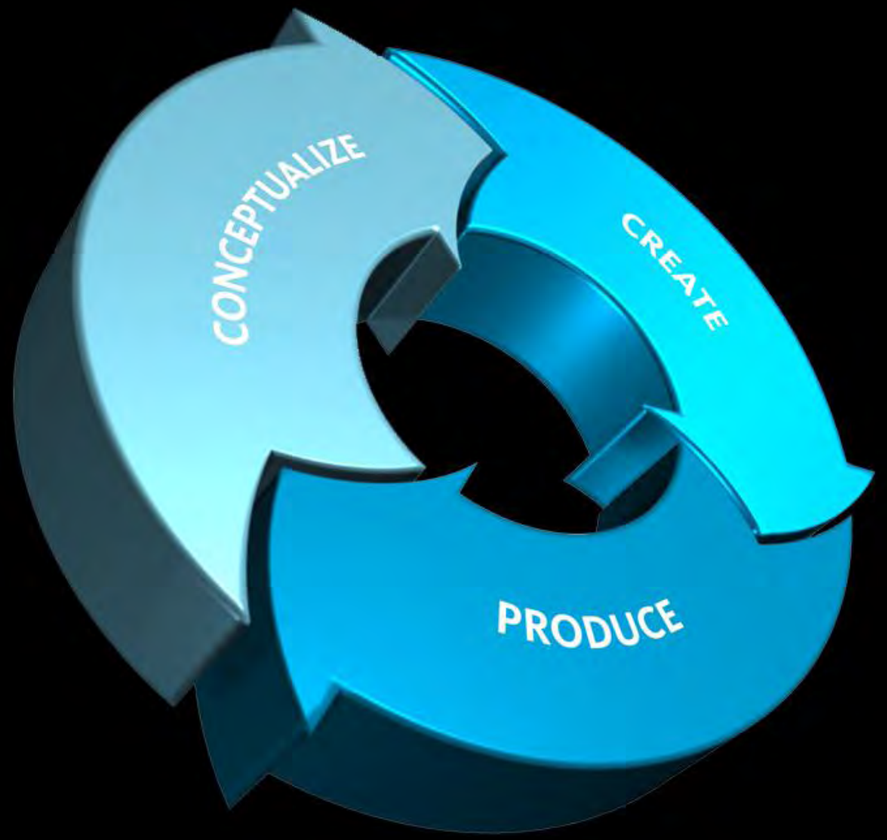
# Digital Entertainment Creation (DEC)




## Virtual Production

**Non-linear, iterative process**

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Image courtesy of Lightstorm Entertainment

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# Availability

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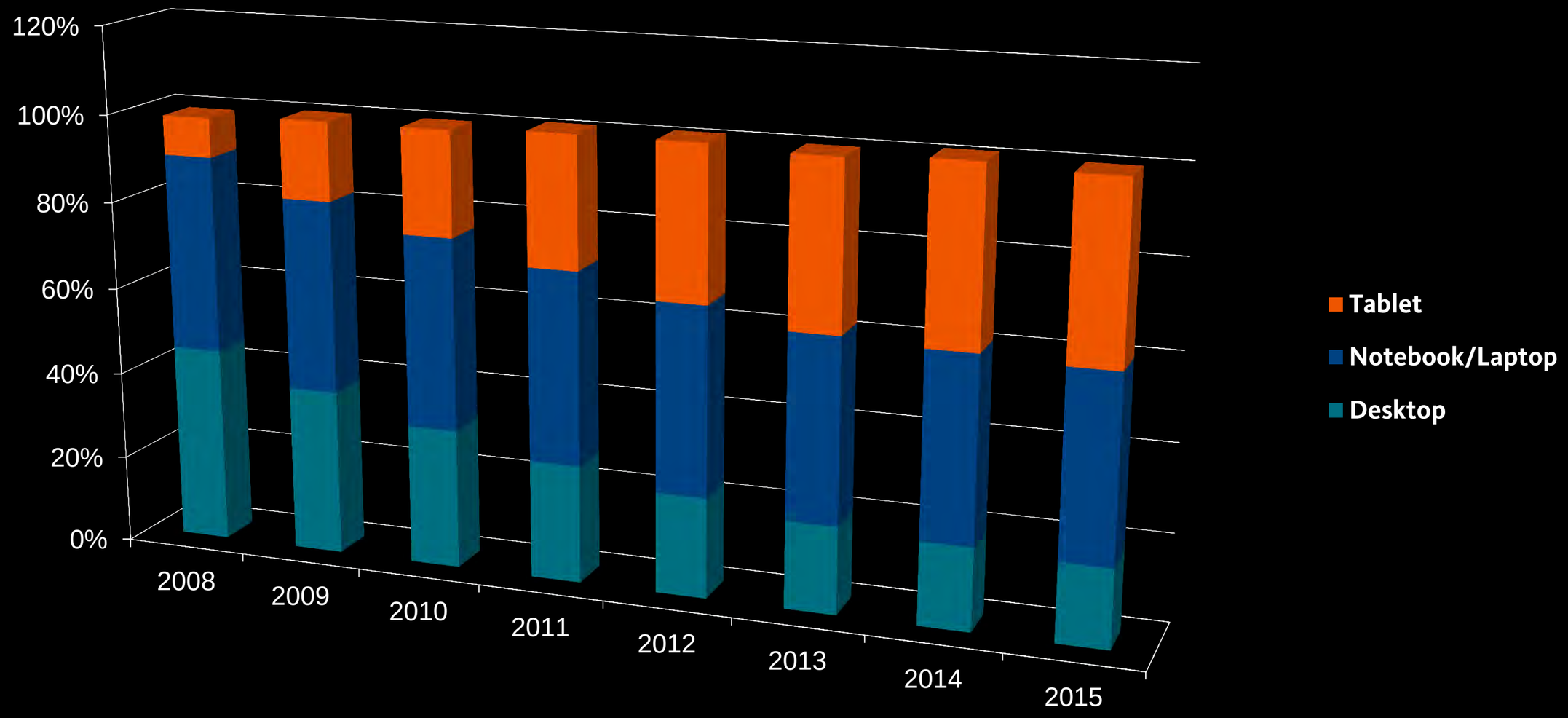
# Percentage of PC Unit Sales, US




Source: Forrester Research eReader Forecast, 2010 To 2015 (US)

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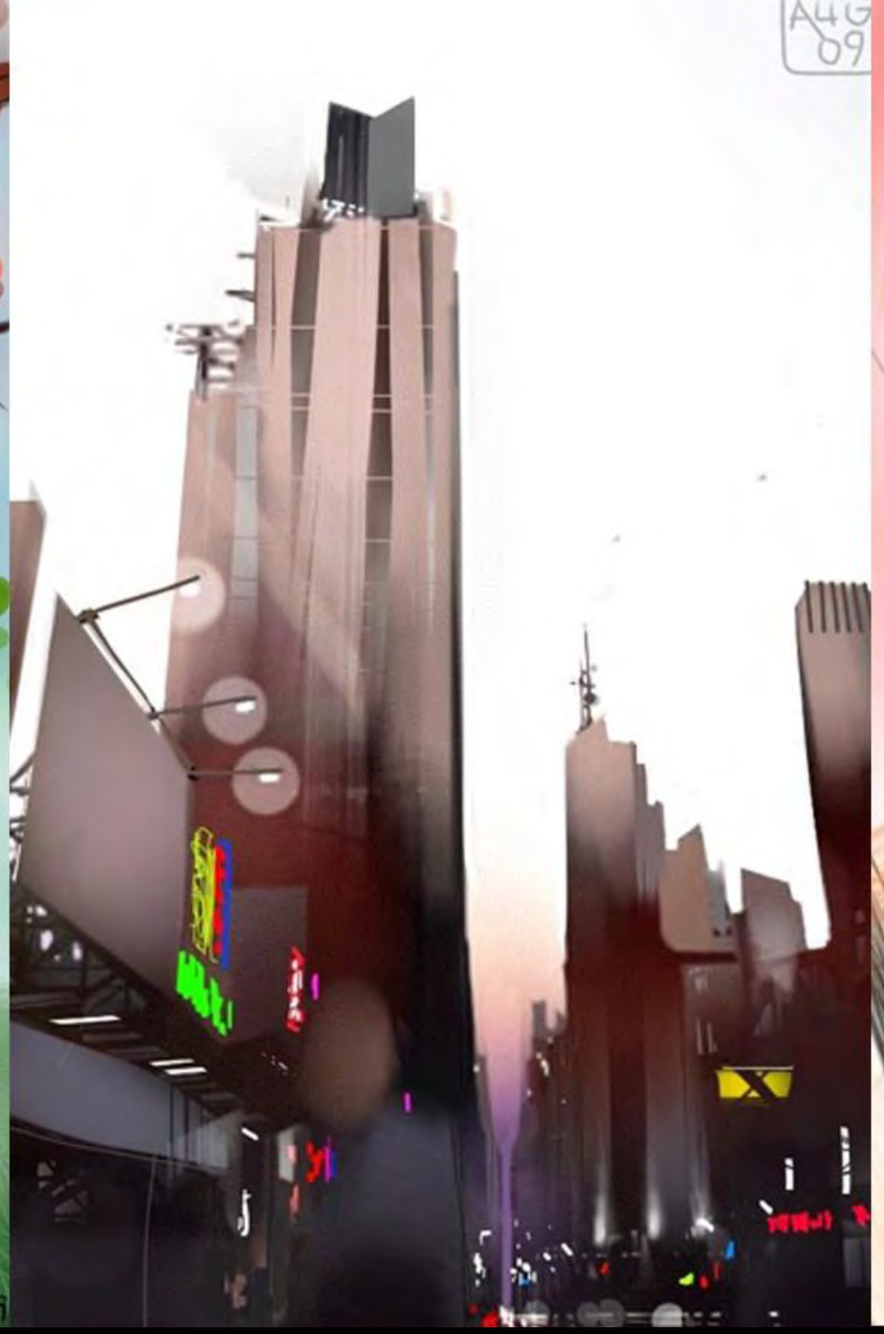

Image Courtesy Francesco Salvati

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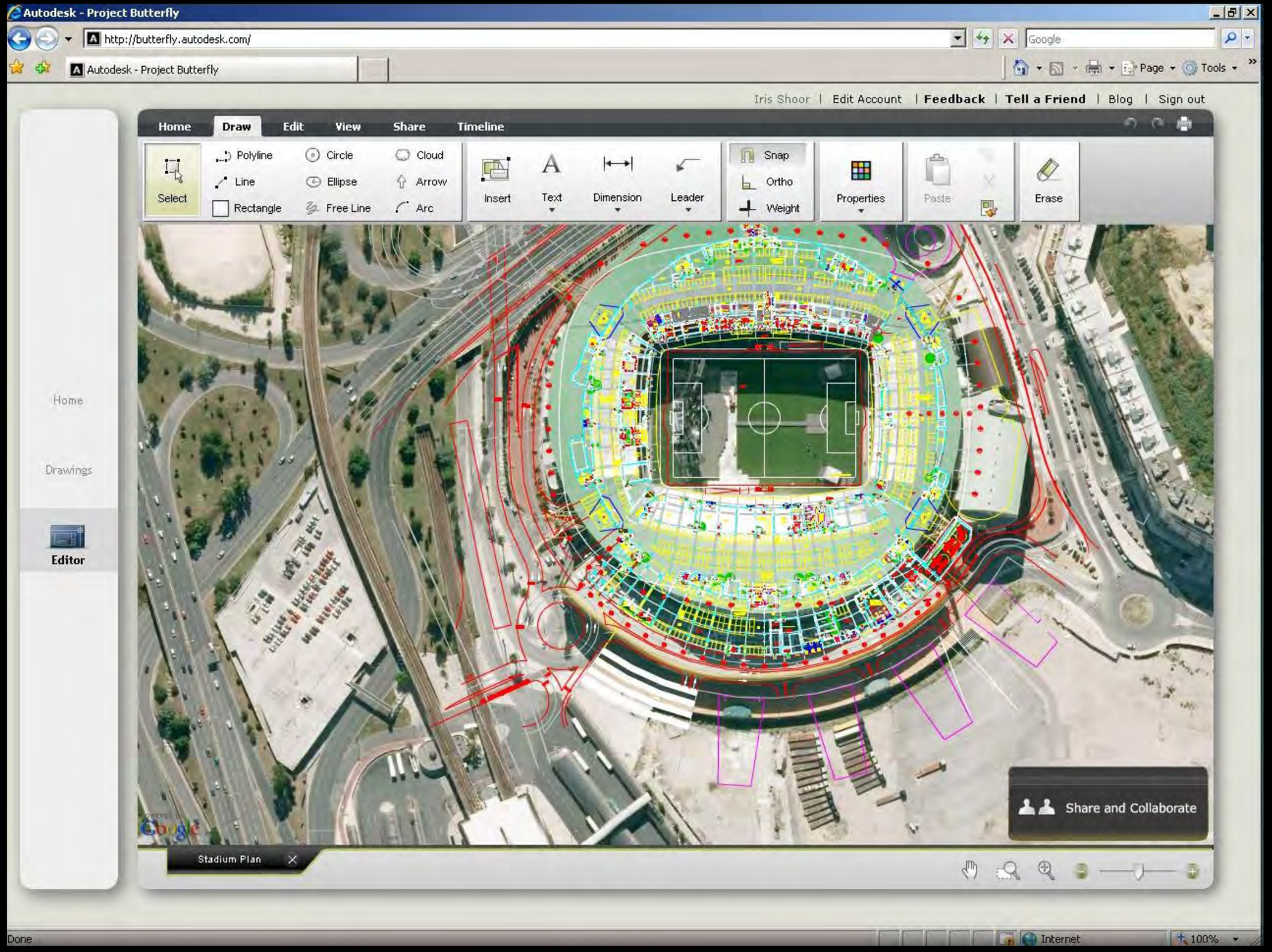


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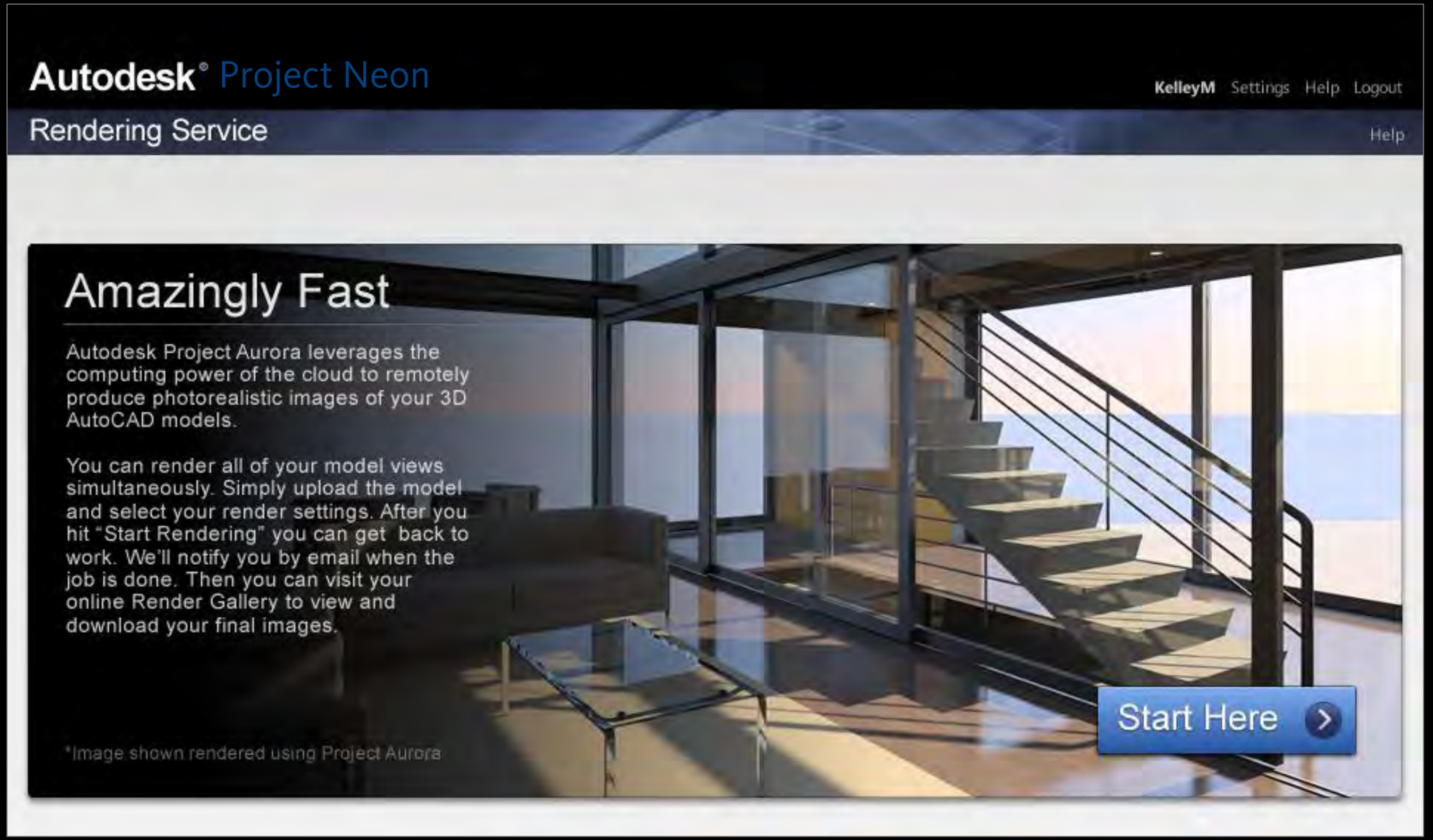


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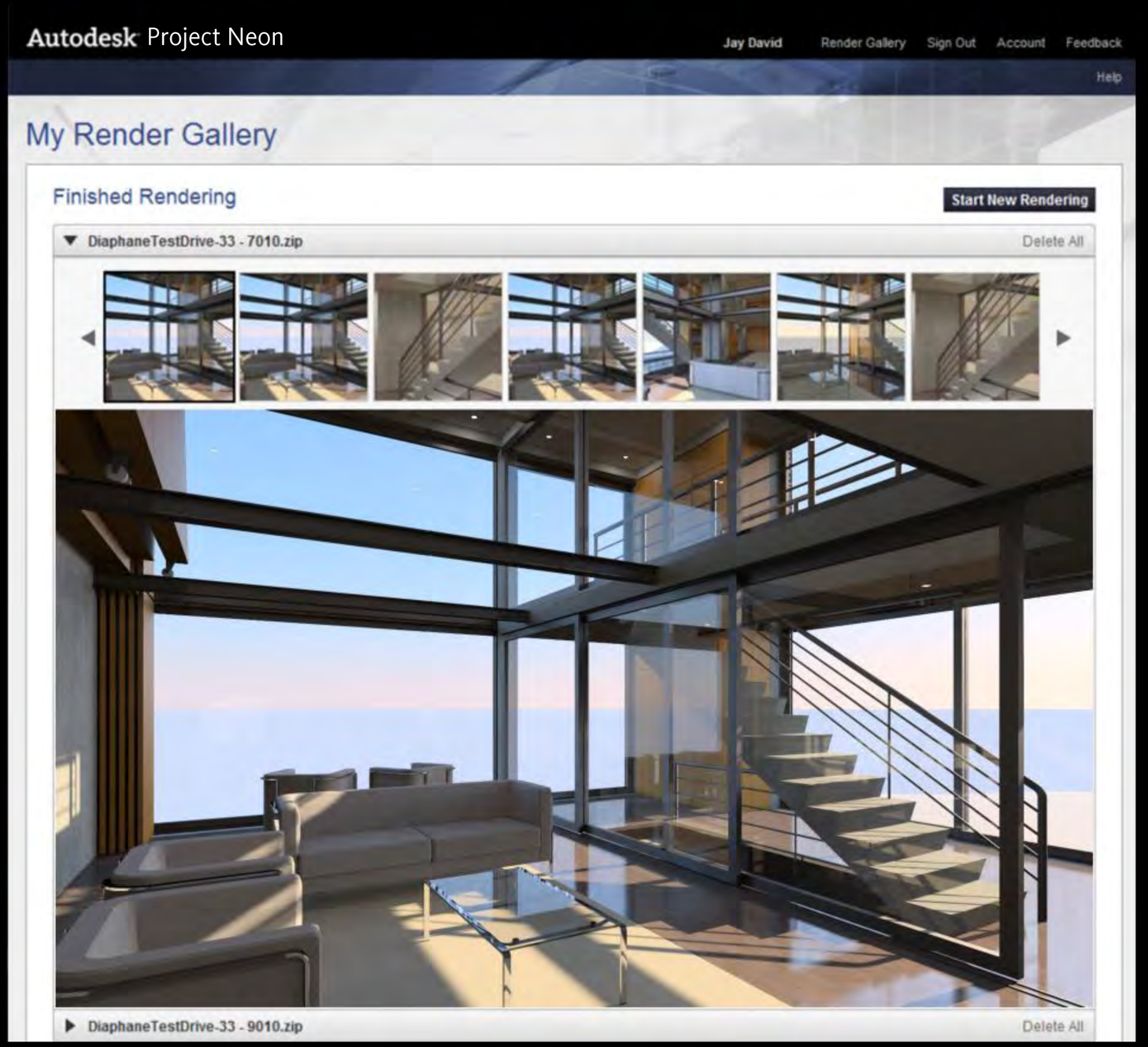


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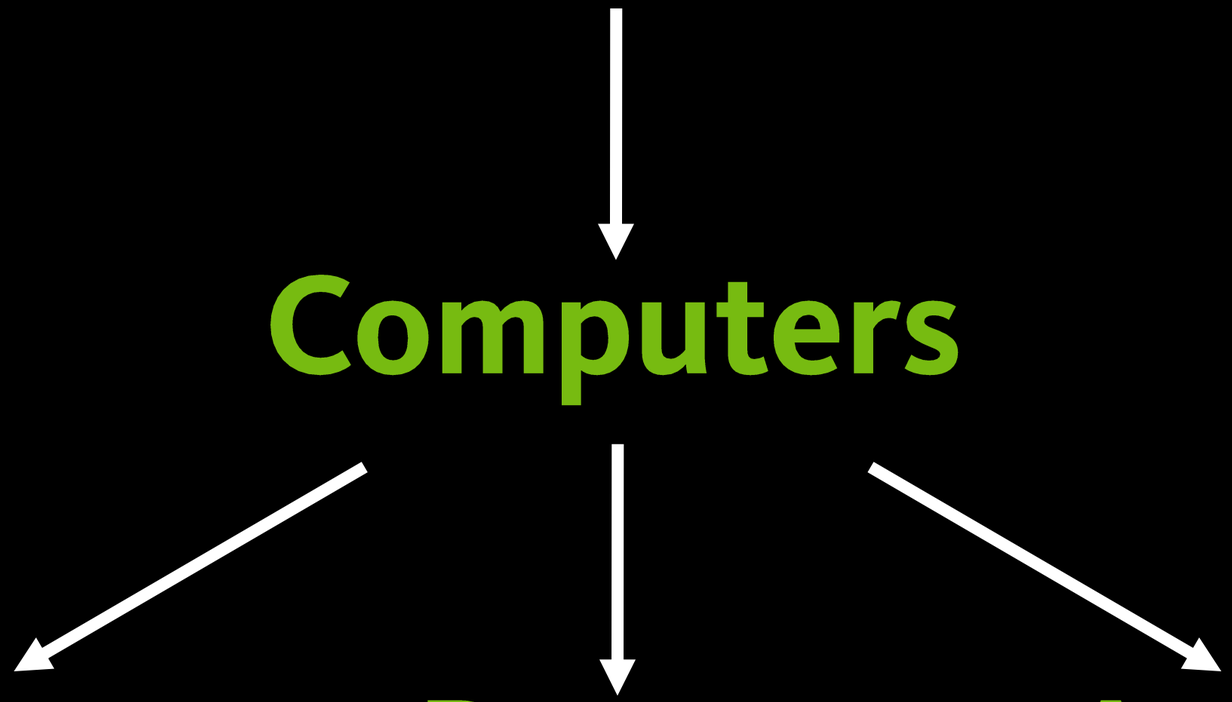
# Infinite Computing



## Computers

## Awareness

## Power

## Availability

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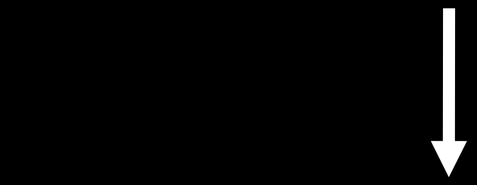
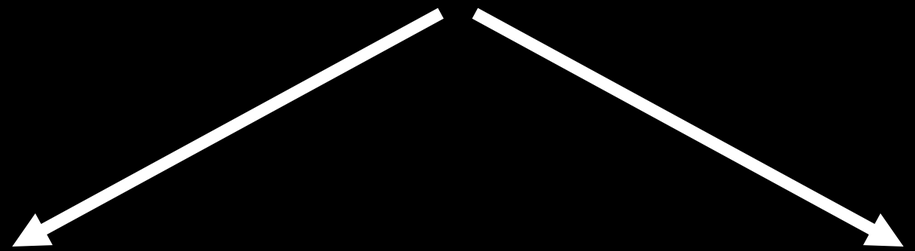
# Infinite Computing



# Capabilities



# More things

# More people

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# Growth Opportunities

## Enterprise

500+ Seats

100s of accounts

## Small and Medium Business

5-500 Seats

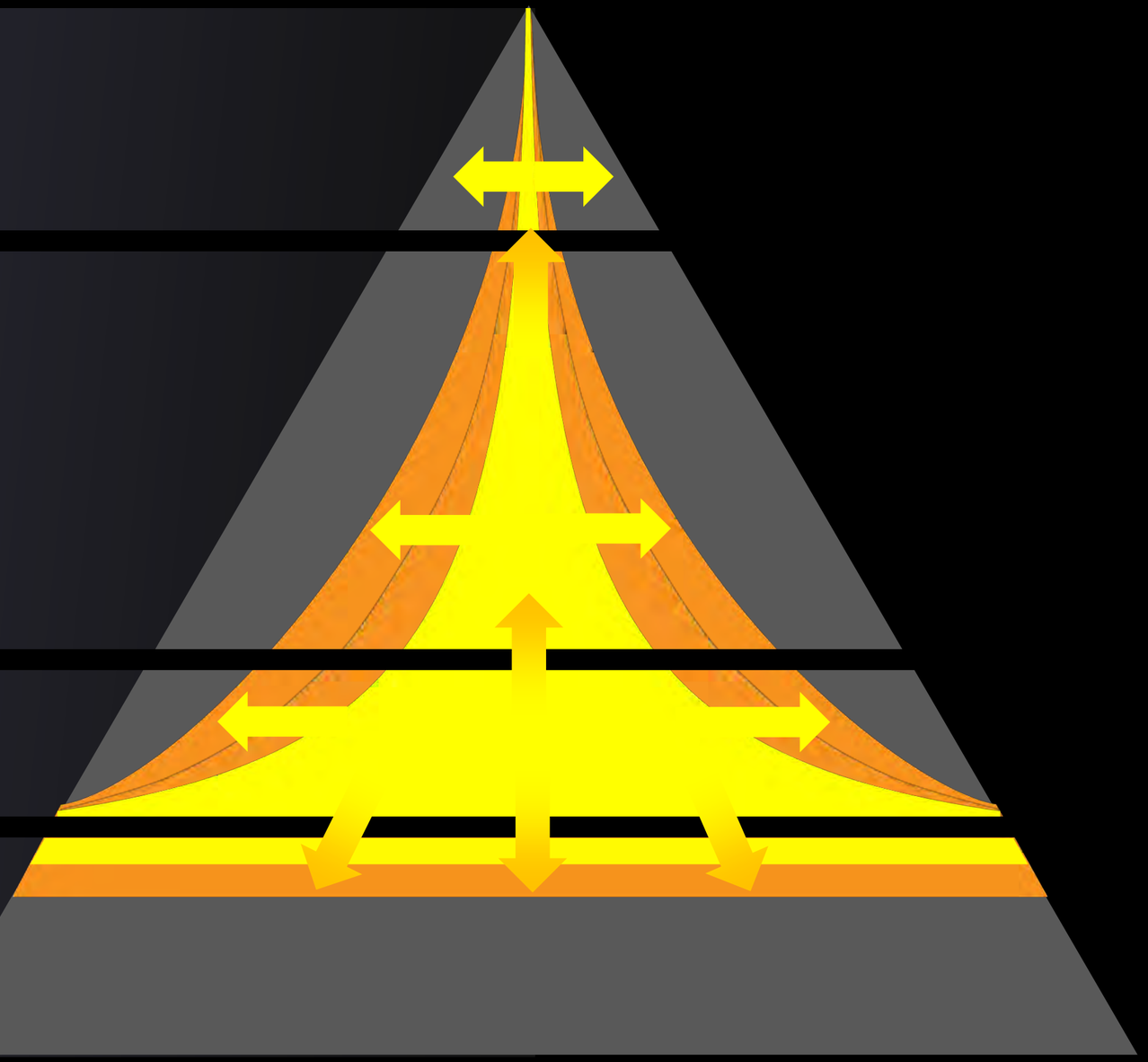
10,000s of accounts

## Professionals

1-5 Seats 100,000s of accounts

## Consumers

2,500,000



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# Infinite Computing

# Customer Capabilities

# Autodesk Growth

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