



Survey Reveals Great Design Is a Priority for 'Millennial' Generation

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Autodesk Commemorates 25th Anniversary With a Look at the Future

SAN RAFAEL, Calif., April 26 /PRNewswire-FirstCall/ -- In marked contrast to other generations, young Americans ages 18 to 29 are driven by the influence of good design on major life decisions. That's according to a survey of more than 2,000 Americans completed by consumer polling firm Kelton Research and commissioned by Autodesk, Inc. (Nasdaq: ADSK) in commemoration of the company's 25th anniversary. Survey responses also confirm that design has more than passing importance in U.S. consumers' lives.

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The "Design for Living" survey found that compared to others, the 18 to 29 age group -- the so-called millennial generation -- places greater importance on design in workplace satisfaction, in purchasing products and in making significant decisions such as choosing which city to live in and where to work. For example:

- * Millennials are happier (74 percent), more motivated (64 percent) and more efficient (31 percent) in a well-designed workplace.
- * They are willing to pay more for an appealing product design, whether it's a car (67 percent), furniture (60 percent) or a video game system (31 percent).
- * They give serious thought to public spaces (66 percent), beauty and architecture (42 percent) when considering relocation to a new city.
- * Nine in 10 Millennials also care more than any other age group about sustainable design of new buildings for well-being and resource efficiency.

Survey results also show that design has a considerable influence in many Americans' daily choices. Almost seven in ten respondents said that the last time they saw a product in a store that they "just had to have," it was because of its design. In addition:

- * Three-quarters of those surveyed -- and more, among 30- to 39-year-olds -- said they have enjoyed a movie simply because of its visual effects, despite other flaws.
- * An overwhelming 82 percent of survey participants would let the prospect of working in a beautifully designed building influence their decision to accept a job.
- * A majority of those surveyed (55 percent) believe that good design can actually improve a product's functionality while also making it look better.

More research results can be found at www.autodesk.com/pressroom .

Source of the Modern Design Process

The survey results underscore Autodesk's long standing vision that design has an impact on everything from consumer products to bridges, buildings and automobiles. When it comes to the tools used by present and future designers, Autodesk has championed "democratization" of design software by offering advanced capabilities for customers of all sizes. At its inception, Autodesk sparked the transformation of design from a mechanical, pencil-and-paper-based process to a digital process based on computer-assisted design (CAD) technology. The company continues to lead that transformation: Today, 95 percent of the Forbes 100 -- and 89 percent of the Forbes 1,000 -- relies on Autodesk solutions to visualize, simulate and analyze the real-world performance of design ideas.

By taking advantage of Autodesk's software innovations, companies large and small have achieved a stunning shift in their approach to design. They are rethinking the design process, starting with an understanding of a design's function and users' likely experience, rather than trying to ascertain function from the geometry in a drawing. This approach is fundamental to building information modeling (BIM) in the building and construction sector, and to digital prototyping in the manufacturing sector. Progressive methods such as these provide insight into users' potential experience before anything is produced or constructed, so that designers, architects and engineers can refine concepts, minimize waste, reduce time-to-market and product costs, and improve quality and design innovation.

As it looks to the future, Autodesk is also spearheading industry and technology initiatives to help customers contend with major global economic forces that demand innovation as well as a response to social and environmental issues. One such initiative is its partnership with the U.S. Green Building Council (USGBC). This alliance was forged to develop technology that will accelerate construction in accordance with Leadership in Energy and Environmental Design (LEED) standards.

"Autodesk's path to success over the last quarter-century has been shaped by understanding and anticipating the needs of our customers and their consumers," said Carl Bass, president and CEO of Autodesk. "We are proud to provide companies of all sizes around the world advanced software tools to foster design innovation. From some of the world's most-recognized skyscrapers and stadiums, to premier European automobiles, to playground equipment, it's incredibly rewarding to know our software is helping customers bring their innovative ideas to life."

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.com .

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Contact: Caroline Kawashima (415) 547-2498 Stacy Doyle, (503) 471-6806
Email: caroline.kawashima@autodesk.com stacy.doyle@edelman.com

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