Armstrong White Chooses Autodesk Showcase for Digital Creative Design

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Digital Prototyping Helps Innovative Graphic Design Firm Rapidly Transform Data into Accurate, Realistic 3D Imagery for Composite Creation

SAN RAFAEL, Calif., June 11 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that Armstrong White, a leading graphic design and 3D animation studio focusing primarily on the automotive sector, has chosen Autodesk Showcase software as a solution for turning robust engineering data into digitally produced marketing imagery for design purposes. By using Autodesk Showcase software, the Michigan-based company will be able to significantly reduce the time required to create high-end images, primarily for designing print ads announcing new vehicle launches and new business pitches.

"Autodesk Showcase simplifies and accelerates the task of creating photo-like imagery from 3D digital design data," said Chuck White, president of Armstrong White. "It allows us to not only convey form accurately, but also create environmental context to communicate brand character -- which helps us create more compelling and stimulating visuals for our clients."

An unparalleled design and visualization solution for content creation, Showcase will provide Armstrong White with an interactive environment for presenting and reviewing designs. The software streamlines the design review process, reducing the time and cost associated with producing visually engaging and product accurate marketing ideas.

"Interacting with digital prototypes in Autodesk Showcase means we can better understand and visualize our design team's ideas -- before anything has actually been built," said White. "That capability allows us to make product brochures, television commercials and interactive web content attainable much sooner in the development process -- a significant advantage in an industry with tight deadlines and little down time."

Autodesk Showcase integrates smoothly with existing workflows to reduce the headaches associated with data preparation. Updated models can be imported into Showcase without having to re-do work done on the previous version, significantly reducing preparation time and allowing design and visualization work to be done in parallel. Additionally, ready-made materials and environments can reduce the amount of time and expertise required to set up and light a scene for visualization.

"The materials included in Autodesk Showcase -- like car paint, leather, plastics and metals -- were developed by visualization experts and provide realism and a reliable view of what the physical model will look like," said White. "The accuracy of the digital prototype makes it much easier for us to produce high-quality visual effects for portraying concepts without having to expend time and resources on physical prototypes."

"At Autodesk, our goal is to redefine design with state-of-the-art 2D and 3D technologies," said Robert "Buzz" Kross, vice president of Autodesk Manufacturing Solutions. "By using Autodesk Showcase to leverage their data in a model-based environment, Armstrong White is able to take advantage of superior animation, visualization and simulation functionality -- and ultimately, provide a higher level of service to their customers."

About Armstrong White

Armstrong White is a visual communications studio specializing in powerful imagery through visual effects, 3D animation, design and retouching. They specialize in creating custom imagery for print and motion. Armstrong White brings artistry and craftsmanship to every project -- always approached with its own blend of style, talent and expertise. They partner with their clients on every assignment and pull from vast creative resources to develop a unique visual solution. For more information, please visit http://www.armstrong-white.com.

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, 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 http://www.autodesk.com.

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