



Digital Prototyping with Autodesk Inventor Lights Up Preciosa's Product Development

May 24, 2010

The "Masters of Crystal" Create Cut Crystal Chandeliers and Light Fixtures in Half the Time, with 70 Percent Fewer Errors Using Autodesk Software

SAN RAFAEL, Calif., May 24, 2010 (BUSINESS WIRE) --Autodesk, Inc. (NASDAQ: ADSK) named Preciosa, a producer of cut crystal chandeliers and lighting fixtures, as the Autodesk Inventor of the Month for May.

The Czech-based company uses [Autodesk Inventor](#) software, in conjunction with [AutoCAD Mechanical](#) and [Autodesk Vault Professional](#) software, to design, visualize and simulate its products in 3D and easily share [digital prototypes](#) with customers--helping them design their dazzling wares in half the time and with 70 percent fewer mistakes.

Preciosa creates custom fixtures for hotels, palaces, music halls and cathedrals in Europe, Asia, the Americas and the Middle East. Since these chandeliers can contain extremely intricate design elements--such as hundreds of triangular glass parts arranged in a spiral-- using a 3D model to validate designs is critical to avoiding production mistakes.

To better accomplish this goal, Preciosa worked with Autodesk Authorized Reseller Dagis to deploy Autodesk Inventor software, which takes manufacturers beyond 3D to Digital Prototyping. Creating 3D models in Inventor enables Preciosa to create compelling imagery for customers to review and approve before the products are manufactured.

Digital Workflow Improves Design Processes

"We share the Inventor model with our customers, and they have the immediate opportunity to provide us with feedback," said Almir Ibisevic, head of engineering at Preciosa. "With Inventor software, we are able to detect risks early while we are first processing concepts. This gives us time to point out potential risks to customers and work with them to eliminate the risks by coming up with effective solutions."

AutoCAD Mechanical enables Preciosa to access 2D digital design and documentation tools as needed, while Vault Professional software provides a centralized location for managing both 2D and 3D engineering data.

Having this digital workflow in place has enabled Preciosa to significantly reduce adverse factors in the manufacturing process, which can be challenging to prevent without 3D models. Additionally, the company has reduced the number of physical prototypes needed before the completion of a design. Preciosa now finds complex chandeliers that once took a month to design can be completed in two weeks or less.

"Digital Prototyping is helping Preciosa accelerate its design process and win new business," said [Robert "Buzz" Kross](#), senior vice president, Manufacturing Industry Group at Autodesk. "Its successful application of Inventor is a model for effectively catering to a discerning customer base while saving time and money."

About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the users of Autodesk Inventor software. Winners are chosen for engineering excellence and groundbreaking innovation. For more information about Autodesk Inventor of the Month, contact us at IOM@autodesk.com.

About Preciosa

Preciosa is a world-leading producer of cut crystal, specializing in chandeliers and lighting fixtures, as well as exclusive fashion jewelry, crystal figurines and gifts. The company's headquarters are in the Northern Bohemia region of the Czech Republic, an area with hundreds of years of glass-making tradition. For additional information, visit <http://www.preciosa.com/en>.

About Dagis

Dagis a.s. is a supplier of CAD solutions and technical and business support for production and designing companies. Established in 2001, Dagis supports clients across the Czech Republic from its multiple branches. For more information, visit <http://www.dagis.cz>.

About Autodesk

Autodesk, Inc., is a world leader in 2D and [3D design](#), engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies -- as well as the last 15 Academy Award winners for Best Visual Effects -- use [Autodesk software](#) tools to design, visualize and simulate their ideas to save time and money, enhance quality, and foster innovation for competitive advantage. For additional information about Autodesk, visit <http://www.autodesk.com/pr-autodesk>.

Editorial Note:

An interview with Preciosa is available on the Autodesk YouTube Channel at <http://www.youtube.com/watch?v=Y0catbF8QmY>.

Autodesk, AutoCAD, Autodesk Inventor, and Inventor are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.

© 2010 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6301247&/=en>

SOURCE: Autodesk, Inc.

Autodesk, Inc.

Clay Helm, 415.547.2425

clay.helm@autodesk.com

or

Alyson Moses, 312.297.7430

alyson.moses@edelman.com