



LivingRoomCraftZ Increases Productivity with AutoCAD for Mac

January 28, 2011

SAN FRANCISCO, Jan 28, 2011 (BUSINESS WIRE) -- LivingRoomCraftZ, a Dutch design firm and technology consultancy, has increased productivity and streamlined their all-Mac based workflow by adopting [AutoCAD for Mac](#) software. Since [Autodesk, Inc.](#) (NASDAQ:ADSK) released AutoCAD for Mac late last year, a range of design and engineering firms have deployed this native Mac version of AutoCAD to help them increase productivity and improve their design workflows by replacing previous solutions that include virtualization and maintaining dedicated non-Mac hardware for AutoCAD.

"As an active participant in the beta program, it was immediately clear that adding AutoCAD for Mac to our workflow would be very beneficial to us and to our customers," said Silvia Taurer, owner, LivingRoomCraftZ. "Moving to a native version of AutoCAD has taken out the middle man of virtualization and resulted in significant productivity gains for us."

LivingRoomCraftZ recently used AutoCAD for Mac as part of their consulting work supporting the construction of the Hamburg Philharmonic Hall. Working in 3D the team created complex solid models of the prefabricated concrete panels necessary to the design. "This project is pushing the horizon of what is possible in the prefabrication of concrete panels," notes Martin Taurer, project architect, LivingRoomCraftZ, "and the way we achieved the high degree of accuracy required in the model was to use AutoCAD."

"On most of our projects we work with many different stakeholders - passing drawing files back and forth, as well as working with output from Revit and other software and fine-tuning it using AutoCAD," said Taurer. "Working natively with AutoCAD for Mac has helped us speed up these processes and enabled us to increase the amount of work we can do, the kinds of projects we are able to tackle, and the companies we are partnering with."

"There has been a huge resurgence of the Mac with our customers," said Amy Bunszel, Senior Director, AutoCAD product management. "Autodesk is committed to meeting the needs of these customers, and we're thrilled to have helped many Mac-only firms, like LivingRoomCraftZ, use AutoCAD more efficiently and effectively to accelerate better design."

Availability

AutoCAD for Mac is now available for purchase in English and French in North America and Europe from leading resellers, online retailers and Autodesk.com. For details, purchase options or to download the free 30-day trial, visit www.autodesk.com/pr-autocadformac. Students and educators are also eligible to purchase commercial seats of AutoCAD for Mac at a substantial discount. For more information and to download the free* education version, visit www.autodesk.com/pr-mac4students.

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 15 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

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