



Malaysia Company Transforms Ideas into Iconic Architecture With Autodesk Software

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PMB Facade Uses Autodesk Inventor Software to Design and Visualize Exteriors for Twisting Tornado Tower and Floating SkyPark

SAN RAFAEL, Calif., Sep 28, 2011 (BUSINESS WIRE) --

Malaysia-based PMB Facade used [Autodesk Inventor](#) software to develop architectural facades for some of the world's most astonishing and eye-catching buildings, including Qatar's Al-Bidda Tower, a 43-story building, also known as Tornado Tower. For this and other innovative work, PMB Facade has been named by [Autodesk, Inc.](#) (NASDAQ:ADSK), as the Autodesk [Inventor of the Month](#) for September.

In architecture, the facade is often considered the most important part of a building, setting the first impression of a structure. In addition to the Al-Bidda Tower, PMB Facade created a floating "sky park" perched atop three 200-meter-tall hotel towers at the luxurious Marina Bay Sands resort in Singapore.

The ability to digitally simulate and predict real-world performance before construction has provided PMB Facade with some important competitive advantages. The company reduced material cost and waste by as much as 15 percent and delivered projects in up to 30 percent less time, helping the company to secure more business.

"We cannot afford to make mistakes. We are involved in symbolic projects that serve as landmarks of the country," said Seng Jee Tong, chief operating officer of PMB Facade. "There is no second chance. For a local company such as ours to win international bids, we need to outthink and outperform global players. Autodesk Inventor helps us to do that."

Digital Prototyping Means Competitive Advantage

As part of the Autodesk solution for [Digital Prototyping](#), Autodesk Inventor has played a key role in helping PMB Facade tackle some extremely demanding projects.

To visualize the twist design for the Al-Bidda Tower, the PMB Facade team used Inventor to create a 3D version of the tower and subject it to rotation at every level. This enabled the team to digitally simulate the real-world performance of the exterior curtain wall wrapping around the tower shaft and to correct any imperfections as early as possible in the design process.

For the Marina Bay Sands project, PMB Facade used Inventor to design, visualize and validate the complicated exterior shell of the SkyPark, optimizing the design for weight and safety. The team also easily converted 2D technical drafts on paper into digital 3D models, integrated the information into a single digital model and presented the 3D design to decision makers to enable more accurate visualization of the design ideas.

"PMB Facade is using Digital Prototyping technology to successfully compete at the highest global levels," said [Robert "Buzz" Kross](#), senior vice president, Manufacturing Industry Group at Autodesk. "Tools such as Inventor help them improve collaboration, reduce costs and speed up the fabrication process as they transform great concepts into reality."

About the Autodesk Inventor of the Month Program

Each month, Autodesk selects an Inventor of the Month from the users of Autodesk Inventor software, which takes manufacturers beyond 3D to Digital Prototyping. 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 PMB Facade Technology SDN BHD

A subsidiary of public-listed PMB Technology, PMB Facade Technology is a specialist fabricator in the aluminum curtain wall and cladding industry. The company is based in Malaysia. For additional information, visit www.pmbfacade.com.

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 16 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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