



## Industry First: Autodesk Takes Simulation Mobile with New ForceEffect App for iPad

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Free\* Mobile Software Now Available to Engineers, Students and Technical DIYers

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Nov. 15, 2011-- [Autodesk, Inc.](#) (NASDAQ:ADSK) announced [Autodesk ForceEffect](#), a new mobile simulation app for iPad that allows engineers to quickly and easily simulate design options during the conceptual phase, is now available on the App store.

ForceEffect provides an intuitive environment for drawing, constraining and simulating concepts using free body diagrams by simply tapping objects to select, move, rotate and scale. Real time solving capabilities provide immediate feedback on the performance of a design, enabling users to bring engineering to the point of the problem—whether they're in the field, at the office or in the class room.

### Mobile Simulation Made Easy

ForceEffect solves static systems analysis using free-body diagrams. Users simply create diagrams by leveraging existing design images or create new systems from scratch.

Using the scaled static image, users can easily create joints, supports and loads, and compute reaction forces. User can then easily manipulate the geometry to iterate on the design quickly and efficiently and calculate new reaction forces to optimize the design. Unlike the traditional approach of using paper, pencil and a calculator to develop equations for design options, Autodesk ForceEffect does all simulation and engineering calculations on iPad.

Autodesk ForceEffect generates a rich results report that can be printed, emailed or viewed using any Web browser. In addition, export capabilities enable easy workflow continuation in any CAD design application.

"Autodesk ForceEffect is a mobile conceptual simulation app that brings engineering to the point of the problem," said [Robert "Buzz" Kross](#), senior vice president, Manufacturing Industry Group at Autodesk. "This user-friendly app can greatly benefit engineers, students and technical DYIers who need to quickly and easily evaluate their designs upfront in the design process."

### Pricing and Availability

The Autodesk ForceEffect App is available for free\* from the App Store on iPad or at [iTunes App Store](#). Videos are also available on the [Autodesk YouTube Channel](#).

### 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](#).

Editor's Note:

A free body diagram is a pictorial representation used to show the relative magnitude and direction of all forces acting upon an object. Static systems analysis captures the calculation of forces used to predict the performance of objects that do not move or change states—buildings, bridges, furniture, machines, etc.

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