



Autodesk Brings LEGO Brickley to Life Digitally with 3D Instructions

Feb 16, 2012

Autodesk Inventor Publisher Bridges Physical, Digital for 21st Century Play Experience

COPENHAGEN, Denmark--(BUSINESS WIRE)--Feb. 16, 2012-- **LEGO World** —[Autodesk, Inc.](#) (NASDAQ:ADSK) exhibited an innovative new approach for 3D interactive building instructions at LEGO® World 2012 in Copenhagen. The digital assembly instructions can be experienced on a custom developed iPad app powered by Autodesk [Inventor Publisher Mobile Viewer](#) and was created specifically for the event.

Autodesk [Inventor Publisher](#) software helps manufacturers explain their products with clear, accurate and compelling 2D and 3D product documentation. Providing an alternative to traditional instructions, Inventor Publisher generates 3D interactive instructions that run on iPad, iPhone, iPod touch and Android devices. Working with The LEGO Group, Autodesk developed the LEGO branded app utilizing Inventor Publisher technology to help provide a totally new building experience for LEGO fans at the LEGO World 2012 event.

At LEGO World, children of all ages will have the opportunity to use the app to view interactive 3D animated building instructions to assemble Brickley, the LEGO dragon. At any time, they can stop the animation, zoom in on a part or rotate the model to see exactly how parts need to be fitted together —presenting a new experience that brings the physical and digital world together in an exciting way.

The goal of The LEGO Group is to help children enjoy a seamless, tactile play experience from the 3D digital instructions on their mobile device touch screen to the physical LEGO bricks. By teaming up with Autodesk, the LEGO Group is able to explore how the impact of 3D interactive technology can potentially enhance the customer experience.

“With the increased preference for 3D visualization and the proliferation of mobile devices, we are partnering with technology leaders and innovators like Autodesk to harness powerful digital design data to show what’s possible to our customer base,” said Olav Gjerlufsen, director at The LEGO Group. “We’re excited to provide fans at LEGO World Copenhagen with these interactive building instructions to digitally view and interact with LEGO bricks to complement their building experience.”

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.

About The LEGO Group

The LEGO Group is a privately held, family-owned company, based in Billund, Denmark. It was founded in 1932 and today the group is one of the world’s leading manufacturers of play materials for children, employing approximately 10,500 people globally. The LEGO Group is committed to the development of children’s creative and imaginative abilities. LEGO products can be purchased in more than 130 countries. For more information on The LEGO Group, visit <http://www.lego.com>.

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