



## Autodesk Software Helps Invent Products on 'Everyday Edisons' TV Series

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Autodesk Product Design Suite, Autodesk Inventor Software Used on Award-Winning Public Television Program

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Apr. 10, 2012-- [Autodesk, Inc.](#) (NASDAQ:ADSK), a leader in [3D design](#), engineering and entertainment software, is teaming with "Everyday Edisons," the Emmy and Telly award-winning TV series on American innovation, to supply its design software for the series showcasing product invention.

Autodesk Product Design Suite software helps invent products on 'Everyday Edisons' TV series (Photo: ...

Season 4 of "Everyday Edisons" follows 11 modern inventors through the process of creating their latest inventions. The series goes behind the scenes in the product development process, from initial concept design to finished product manufacturing.

Autodesk Product Design Suite software helps invent products on 'Everyday Edisons' TV series (Photo: Business Wire)

The "Everyday Edisons" Design team helps to create each of the inventor's products, showing viewers along the way what it takes to bring an idea to life for consumers. "Everyday Edisons" is distributed by American Public Television, which began feeding the series to nationwide public television stations on April 7.

"I am thrilled to work with this season's inventors and help deliver their visions to the marketplace," said Daniel Bizzell, senior vice president, Design, "Everyday Edisons." " [Autodesk Product Design Suite](#) software provides me the speed and flexibility to make quick changes to products as they are developed, which is key as these concepts go through quite a few iterations before being finalized."

Autodesk design, visualization and simulation technology helps save time and money by helping designers and manufacturers throughout the design process, so they can validate designs before they are built.

Specifically, the Autodesk Product Design Suite featuring [Autodesk Inventor software](#) helps drive innovation with integrated, discipline-specific tools and workflows built for [Digital Prototyping](#).

"American inventors that turn great ideas into reality can be found in some truly unexpected places," said Buzz Kross, senior vice president, Design, Lifecycle and Simulation at Autodesk. "We're thrilled to see our technology applied with ingenuity in the new season of 'Everyday Edisons.'"

The 'Everyday Edisons' featured on Season 4 were selected from thousands to have their inventions developed by the "Everyday Edisons" team and turned into dynamic retail-ready products. Inventions featured on Season 4 of the show span a broad range of product categories, from medical solutions to household innovations and fitness devices. For more information about the series, visit [www.everydayedisons.com](http://www.everydayedisons.com).

### About Everyday Edisons

"Everyday Edisons" premiered on PBS in 2007 to educate viewers about what it takes to transform an idea into a product sold on store shelves. "Everyday Edisons" features ordinary people as their original ideas are transformed into retail-ready products. The series' name honors Thomas Edison, the famed American inventor, who with virtually no formal education, was able to secure more than 1,000 patents. "Everyday Edisons" is produced by Everyday Edisons, LLC. in Charlotte, N.C. For more information and a short trailer of the series, visit [www.everydayedisons.com](http://www.everydayedisons.com). For show airdates and times, visit [www.APTonline.org](http://www.APTonline.org) or contact your local public television affiliate.

### 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 17 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](http://www.autodesk.com).

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