



## Global Manufacturers Select Autodesk Digital Prototyping Solutions Over Rivals

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SAN FRANCISCO--(BUSINESS WIRE)--Jul. 30, 2012-- Global manufacturers have selected Autodesk [Product Design Suite](#) and other [Digital Prototyping](#) solutions from [Autodesk, Inc.](#) (NASDAQ:ADSK) over competitor products in recent months. Autodesk customers selecting new or upgraded software span a wide variety of industries, ranging from industrial machinery to transportation to food products, from all regions of the world.

For example, U.S.-based Sunkist Research and Technical Services, a division of international fruit supplier Sunkist, recently selected Autodesk [Factory Design Suite](#) software over PTC Pro/ENGINEER software to design the company's flat fruit-packing machine facilities. Working with Autodesk Gold Partner KETIV Technologies, Sunkist Research's selection of Factory Design Suite software follows its earlier decision to use Autodesk Product Design Suite software to enhance the overall design and double the hourly throughput of its flat fruit-packing machines.

"Autodesk software helps us display our engineering talents to our customers and shows them that we are constantly innovating on their behalf," said Alex Paradiang, director of engineering, Sunkist Research. "Both Autodesk Factory and Product Design Suites are invaluable tools and big parts of our success in developing solutions that help maintain our lead in the citrus industry."

Other recent Autodesk manufacturing customer wins over competitors include:

- U.S.-based Humanetics Innovative Solutions — the world's leading provider of Anthropomorphic Test Devices (ATDs), commonly known as Crash Test Dummies — chose Autodesk Product Design Suite and [Autodesk Vault Professional](#) software over PTC Pro/ENGINEER software to integrate the design and manufacturing of its sophisticated crash test dummies.
- Germany-based Paulmann Licht, a global lighting company, selected Autodesk Product Design Suite along with Autodesk Vault and [Autodesk Inventor Publisher](#) over Think3 software to integrate their design and data management processes and help bring their lighting solutions to market quickly and efficiently.
- Kenall Manufacturing, a U.S.-based leading provider of commercial lighting solutions, chose Autodesk Product Design Suite and [Autodesk Vault Workgroup](#) over SolidWorks to efficiently and reliably integrate the design and development processes for its durable and sustainable complex lighting solutions.
- NIOB, spol. s.r.o., a Czech-based design and production site of German company INOTEC GmbH that produces complete production lines for the food processing industry, selected Autodesk Vault Professional software in conjunction with Autodesk Product Design Suite over Siemens TeamCenter software for managing data across the organization.

"Our clear recommendation to Autodesk Product Design Suite users who need data management is to always choose Autodesk Vault since this is the only solution we feel is able to fully manage Product Design Suite and [Autodesk Inventor](#) data with no negative impact to productivity," said Martin Holoubek, Project Manager at NIOB.

Autodesk customers apply Digital Prototyping solutions by using Autodesk Product Design Suite, Autodesk Factory Design Suite, Autodesk Vault and Autodesk Simulation software for workflows including product design, design optimization, manufacturing engineering, marketing and sales. Autodesk tools for design, visualization and simulation provide these customers with the power and flexibility they need to help solve their most pressing business challenges.

"Autodesk is changing the market with its offering in Suites, Simulation and PLM solutions that in our view offer the best value and interoperability in the industry. More customers each day are seeing that value and making the decision to invest with Autodesk in this direction," said Tom Cameron, Vice President of Manufacturing Sales at Autodesk.

For more information on Autodesk industrial machinery customers, visit <http://usa.autodesk.com/manufacturing/industrial-machinery/#tab1>.

### About Autodesk

Autodesk, Inc., is a leader in professional and personal [3D design](#), engineering and entertainment software. Autodesk tools help unlock the creativity in everyone, from children and hobbyists to design and engineering professionals. Customers across the manufacturing, architecture, building, construction, digital art and entertainment industries, including the last 17 Academy Award winners for Best Visual Effects, use Autodesk software, mobile apps, cloud services and communities to design, visualize, simulate and communicate their ideas. For more information follow [@autodesk](#) or visit [autodesk.com](#).

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Autodesk, Inc.  
Stacy Doyle, 503-707-3861  
[stacy.doyle@autodesk.com](mailto:stacy.doyle@autodesk.com)