



## Autodesk Liberates Designers with Industry's First Cloud-Based Pay-As-You-Go Simulation

Sep 11, 2012

Autodesk Simulation 360 Breaks Down the Barriers to Simulation

SAN FRANCISCO--(BUSINESS WIRE)--Sep. 11, 2012-- [Autodesk, Inc.](#) (NASDAQ: ADSK) today unveiled [Autodesk Simulation 360](#) — a comprehensive set of tools delivered securely in the cloud with a pay-as-you-go pricing model that enables any company to make simulation part of their everyday design and engineering processes.



Autodesk Simulation 360 enables any company to make simulation part of their everyday design and engineering processes. The desktop printer here shows Moldflow injection pressure, Mechanical stress and fluid and thermal simulation results using Autodesk Simulation 360. (Photo: Business Wire)

With Autodesk Simulation 360, designers, engineers and analysts can more easily predict, optimize and validate the performance of things in the world around us. The virtually infinite power of the cloud allows complex engineering tests that were once limited to simulation specialists to be

performed by mainstream designers. For example:

- Product designers can test how various ergonomic designs of furniture, such as chairs, will accommodate and adapt to differing body types and levels of use well before the piece is ever manufactured.
- Manufacturers can understand the heat generated by electronics devices enabling them to design-in proper cooling, avoid overheating and help prevent costly consumer recalls.
- Architects and engineers can gain deeper insight into how buildings, including plants, will perform by simulating air flow to help ensure thermal comfort; analyze environmental effects on bridges and buildings; and test the behavior of structural materials including concrete — all before anything is ever built.

Autodesk Simulation 360 is the latest offering to build upon the [Autodesk 360](#) cloud-based platform. By performing computationally intensive simulation tasks in the cloud, designers, engineers and analysts can test multiple “what if?” design scenarios in parallel. The computational power of the cloud also eliminates the need for specialized hardware, thereby removing previous limitations and helping to increase productivity.

### Faster, Safer, Stronger with Autodesk Simulation 360

“The ability to run multiple simulation studies in the cloud, in the same time as a typical singular simulation study with single variables, really opens up the game for us by helping us understand much more of the system in a shorter amount of time,” said Matt Nowicki, senior product engineer at BioLite, Inc. “It’s impressive how easy, valuable and seamless simulating in the cloud can be for a company such as ours.”

“Our customers can now visualize building comfort before the project is constructed. This enables them to make more informed decisions pertaining to project costs and lets them evaluate system and energy trade-offs as well. Providing this type of service helps distinguish us from our competition,” said Darryl McClelland, BIM and Virtual Design manager at Heapy Engineering, which provides Mechanical-Electrical-Technology Systems Design Services, LEED and Energy Consulting Services, Building Commissioning Services, and Planning Services.

### A Cloud-Based Toolbox for Wide-Ranging Simulation Needs

The Autodesk Simulation 360 software portfolio includes a wide range of cloud-based mechanical, fluid flow, thermal and plastic injection molding tools at an affordable price. Additional benefits include direct geometry exchange; robust meshing tools; extensive material libraries; and proven solver technology to improve simulation accuracy in the areas of greatest concern.

“Businesses simply can’t afford not to understand how their designs will perform before anything gets built,” said [Robert “Buzz” Kross](#), senior vice president, Design, Lifecycle and Simulation at Autodesk. “Autodesk Simulation 360 puts powerful simulation capabilities within reach for designers and engineers at virtually every company, giving them the tools they need to better predict, optimize and validate their designs early in the design process.”

### Pricing and Availability

In contrast to traditional perpetual licensing, Autodesk Simulation 360’s easy and affordable, pay-as-you-go model simplifies access and offers unparalleled flexibility. Autodesk Simulation 360 is now available in English, and is planned to be available in other languages in the near future. For additional information on how to access Autodesk Simulation 360 and take part in the Simulation Liberation event, visit [www.autodesk.com/simulationliberation](http://www.autodesk.com/simulationliberation). Additional resources such as simulation experts, on-demand videos and tutorials are available at [www.autodesk.com/simulation-360](http://www.autodesk.com/simulation-360).

### 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).

*Autodesk is a registered trademark or trademark of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. Academy*

*Award is a registered trademark of the Academy of Motion Picture Arts and Sciences. All other brand names, product names or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.*

© 2012 Autodesk, Inc. All rights reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50403175&lang=en>



Source: Autodesk, Inc.

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