



Autodesk Ushers In New Era of Cloud Based Design

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World's First Comprehensive 3D CAD in the Cloud Unveiled at Autodesk University 2012

LAS VEGAS--(BUSINESS WIRE)--Nov. 27, 2012-- **Autodesk University** -- [Autodesk, Inc.](#) (NASDAQ: ADSK), the leader in cloud-based design and engineering software, previewed [Autodesk Fusion 360](#), the world's first comprehensive cloud-based 3D modeling offering, at Autodesk University today.



Autodesk Fusion 360, the first comprehensive cloud-based 3D modeling offering, allows design and engineering professionals to more easily create 3D product designs like the headphones pictured here. (Photo: Business Wire)

Autodesk Fusion 360 allows design and engineering professionals to more easily create 3D product designs and collaborate with others in the cloud. The cloud technology behind Autodesk Fusion 360 offers anytime, anywhere access, from virtually any mobile device or web browser

and puts essential data at the center of the design experience. It also supports an open design environment, allowing designers to readily incorporate and modify CAD data from virtually any source.

"Data is at the center of the product design process, and the cloud frees that data to be accessible anywhere, anytime," said [Robert "Buzz" Kross](#), senior vice president, Design, Lifecycle and Simulation at Autodesk. "Autodesk Fusion 360 will give designers and engineers the first powerful, easy-to-use and complete cloud-based design solution."

Autodesk Fusion 360 leverages the Autodesk 360 cloud-based platform and adds to Autodesk's cloud portfolio for manufacturers, which includes [Autodesk PLM 360](#), a cloud-based product lifecycle management offering, and [Autodesk Simulation 360](#), a comprehensive set of simulation tools delivered securely in the cloud.

3D Industrial and Mechanical Design in the Cloud

A comprehensive product design tool geared toward small business professionals, Autodesk Fusion 360 capabilities span all aspects of industrial and mechanical design, melded with anytime, anywhere access to data, collaborative and social development capabilities the cloud has to offer. Autodesk Fusion 360 also connects to advanced capabilities such as large scale mockup, simulation, PLM and rendering.

Next Generation User Experience

Autodesk Fusion 360 offers a radically different user experience through an intuitive interface that conforms to the role and level of user expertise. Autodesk Fusion 360 provides built-in guidance to novice users to speed the learning curve, and the ability to turn off guidance and access deeper functionality for design experts. Regardless of their level of expertise, users can start designing in a matter of minutes and begin to leverage Autodesk Fusion 360's integrated social collaboration tools.

Redpoint Studios, a New England based industrial design and product engineering consultancy, recently adopted Autodesk Fusion 360 to help their clients bring compelling new products to market faster. "The learning curve is phenomenal. In a matter of days I was modeling blends and transitions that would take months, if not years, of skill building to achieve in a NURBS modeler," said Matthew Harris, Industrial Designer, Redpoint Studios, LLC. "The potential for this product is huge and I can't wait to see what's next."

Availability

Autodesk Fusion 360 will be available on a term basis making it affordable to businesses of all sizes. This delivery model will provide maximum flexibility and eliminate the high upfront costs of software license purchases, as well as the annual expense of software updates and upgrades. It is an ideal fit for professionals and small businesses seeking flexibility to scale their product design tools to fit changing project needs.

Autodesk Fusion 360 is expected to be generally available next year. For more information and a chance to experience Autodesk Fusion 360, visit www.autodesk.com/fusion360.

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.

About Autodesk University

Now in its 20th year, Autodesk University is the annual series of Autodesk in-person and virtual user conferences, which include the flagship Autodesk University event in Las Vegas, as well as international events including Autodesk University Japan, Brazil, Russia, Germany and China. Associated online content is available through Autodesk University Virtual. The 2012 events will bring together over 70,000 designers, engineers, architects and digital artists to Learn, Connect and Explore. More information is available at the [Autodesk University](#) web site.

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Autodesk, Inc.
Stacy Doyle, 503-707-3861
stacy.doyle@autodesk.com