



SUNON Reports Improved Competitive Advantage and Brings Innovative Products to Market with Autodesk Inventor Software

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A World Leading Fan Manufacturer Benefits from Enhanced Design

Processes and R&D Efficiency

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced that Sunonwealth Electric Machine Industry Company Ltd. (SUNON), a world leading fan manufacturer from Taiwan which supplies 13 percent of the world market and 51 percent of the notebook PC market with fans, recently adopted the Autodesk Inventor(R) Series to enhance innovative product research and development (R&D) that has traditionally been highly competitive. Award-winning Autodesk Inventor 3D design software, the flagship product in the series, will facilitate digitalization of SUNON's product research, development, and design processes, as well as enhance its R&D efficiency.

"We have more than 500 patents in 23 countries and the number is increasing at 100 patents per year. Now, we are focusing on the implementation of a digital design center that will enable us to compete with world-class players," said Alex Hornig, chairman of SUNON.

"Autodesk Inventor software enables our R&D staff to easily create complex shapes and physical parts, while the enhanced document tool improves flexibility. Moreover, dynamic data conversion effectively lowers potential faults in data conversion and boosts process efficiencies," said Aven Lee, R&D Engineer of the Fan Department at SUNON.

Boosting Taiwan's Competitive Advantage

SUNON, specializing in precision cooling fans, has successfully segmented the market and put tremendous pressure on players from other countries that used to dominate the market. SUNON also concentrates on strategic product development to achieve the next level of success.

The Taiwan government is actively promoting E-initiatives in an effort to transform existing OEMs into ODMs to improve the country's competitive edge. Autodesk's assistance and experience will help Taiwan manufacturing customers integrate suppliers for collaborative product design according to their core competencies to enhanced business innovation.

Autodesk system integrator Aurora Otsuka played a pivotal role in the relationship with SUNON. Aurora Otsuka provided regular training programs, instant on-site technical support, and consulting services.

"Since its introduction, Autodesk Inventor 6 has been very well recognized by major international companies such as SUNON," said Martin Harris, regional director of Greater China at Autodesk. "Autodesk Inventor Series will optimize Sunon's product development processes downstream and upstream, shortening the time to market for this innovation-oriented company."

About Autodesk

Founded in 1982, Autodesk, Inc. is the world's leading design software and digital content company. Autodesk offers solutions for professionals in building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering progressive products and services, Autodesk helps customers create, manage, use and maximize the value of their digital data throughout the lifecycle of their projects. For more information about the company, see www.autodesk.com.

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CONTACT: Autodesk, Inc.

Cindi Goodsell, 415/507-8452

cindi.goodsell@autodesk.com

Helen Hsu, 886-2 2546-2223 ext. 848

helen.hsu@autodesk.com