



ArchitecturePlus Leverages Autodesk Revit to Speed Design Process and Win More Projects

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Building Information Modeling Solution Gives Firm an
Edge in Competitive Retail Design Market

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, announced today that ArchitecturePlus International, a multidisciplinary design firm specializing in retail prototype design and production, is using Autodesk(R) Revit(R) software to speed the design process, better enable clients to evaluate multiple design options, and ultimately win more projects and major retail clients. Using Revit, a powerful building design and documentation system, the 30-person firm can quickly create realistic panoramic design images that enable clients to visualize precisely how retail environments will work with signage and graphic elements. This allows the firm and its clients to make informed design decisions earlier in the process.

"We're a small firm with big-name clients, and part of the reason for that is our use of Revit," said Robert Cox, Design Technologies Manager at ArchitecturePlus. "Suddenly we're the architect of choice for many retail clients. They're getting a better product and better coordination, and we feel more confident knowing that the potential for mistakes in the field is reduced."

Faster Design Process

ArchitecturePlus uses Autodesk Revit in the design development phase to develop multiple design iterations more quickly than previously possible. Lead designers create sketches by hand, which are used to build volumes of space in Revit. Then the designers sketch over printouts of the digital images, which are incorporated into Revit, and the process continues until the design is complete.

Because Revit is a building information modeling solution that creates and operates on digital databases, a change to any part of the database is coordinated in all other parts, relieving the design team from tedious coordination chores. The time previously spent in coordinating and updating documentation can now be spent on achieving the highest quality in design work.

Clients Value Visualization Tools

The ability to render realistic, highly accurate panoramic images appeals to ArchitecturePlus's clients. Large retailers can now see design options virtually, from any camera angle, avoiding the need for constructing costly store mockups in warehouses. Clients can also see how the space will look with particular signage and environmental graphics, ensuring that they work harmoniously with the interiors. And Revit automatically coordinates the consequences of design changes throughout the project. The delivered product is improved because more people are able to evaluate it earlier in the process and make critical decisions.

That can also lead to significant cost savings. For instance, for one major retail client, ArchitecturePlus was producing a new store prototype. The client had made a bold choice of colors, which seemed appealing on the color board. However, once the client saw the digital panoramic images depicting the environmental graphics in relationship to the ceiling and floor, it became clear that the color palette wouldn't work. So they chose an equally vivid palette that harmonized better. Without Revit's powerful visualization tools, the problems would not have been apparent until the project was fully built, requiring extensive repainting and rethinking prior to building occupancy.

Autodesk Revit Helps Win Commissions

Recently, ArchitecturePlus was short-listed along with a number of leading retail designers to compete for a design for a top automotive parts and service retailer. ArchitecturePlus used Autodesk Revit to quickly and inexpensively generate finished renderings, graphics, and panoramic views for its presentation. Revit software allows the designers to adapt existing items such as fixtures from their extensive content library, and generate new designs with multiple iterations to create attention-getting presentations for new clients.

ArchitecturePlus has experienced an increase in new commissions since adopting Revit software. Clients appreciate not only Revit's visualization tools, but also its automatic document coordination abilities, which reduce errors in the field and require fewer changes late in the design process. In fact, one of the firm's major retail clients now uses Revit for all design documents, and has extended this policy to its architects and design consultants. "That speaks volumes about Revit's value," said Cox, "when the client is requiring the architect to use a particular piece of software."

About ArchitecturePlus International

ArchitecturePlus International (API), based in Tampa, Fla., is a multidisciplinary design firm specializing in retail, offering a wealth of experience in design and technical support. Services include architecture, interior design, industrial design, graphic design, design technologies management, and strategic services. The firm is recognized for delivering on-target design solutions that outperform the marketplace. API is licensed in Florida, Georgia, South Carolina and North Carolina and maintains certification through NCARB. The firm and principals have received numerous awards for design excellence from organizations including The American Institute of Architects, Chain Store Age Magazine and the National Association of Industrial and Office Properties. Clients include Toys "R" Us, Wal-Mart Stores, Whole Foods, and Food Lion.

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design software and digital content company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers create, use and leverage their digital design data. For more information about the company,

see <http://www.autodesk.com>.

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