



## Atdec Attributes A 100 Percent Increase in Customized Orders to the Use of Autodesk Inventor Software

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Furniture Manufacturer Also Claims Software Helped  
Reduce Its Production Cycle Time by 50 Percent and  
Double the Unique Units Produced Each Month

Autodesk, Inc. (Nasdaq:ADSK), the world's leading design software and digital content company, today announced that Sydney, Australia-based ergonomic furniture designer Atdec is able to respond to client requests for individualized furniture modifications in a much quicker timeframe since implementing the award-winning Autodesk Inventor(R) 3D design software. Atdec (Advanced Technology Decor) attributes its 100 percent increase in customized orders over the past two years to the use of Autodesk Inventor. In addition, Autodesk Inventor enabled Atdec to reduce the production cycle of its signature Visual Display Units from one month to two weeks, raising the number of unique units produced from two up to four each month.

Atdec specializes in the design and manufacture of ergonomic arms for Liquid Crystal Display (LCD), CRT monitors, and television screens, which enable the user to adjust the height, viewing distance and tilt of the screen with a touch of the hand.

Atdec out-sources all design and development work to Duffdesigns, whose Product Developer Simon Duff says using Autodesk Inventor software not only halves the time taken to design and manufacture these space-saving monitor arms, it also speeds up the process of accommodating requests for customized products.

"There has been a sharp rise in demand for ergonomic products in the past year. Even though several customers request the same product, many have entirely different office fittings. With Autodesk Inventor we are able to quickly adapt the design to differing workplaces," said Duff. "Using (Autodesk) Inventor, we design the unit in 3D and send it electronically to a prototyping company, which then manufactures it directly from the digital designs, shortening the design cycle timeframe and eliminating human error."

Previously, Atdec designed in 2D and couriered hard copies of the plans to the prototyping company, which would then manually load the plans into the prototyping machine.

Andre Pravaz, regional director SAPac, Autodesk, said, "Atdec's use of Autodesk Inventor clearly demonstrates the real business benefits which can be gained from Autodesk 3D design software."

"Mass customization is a major trend affecting manufacturers around the world today. Atdec, among many of our other customers, has learned that it is not sufficient to present customers with a one-size-fits-all product," said Robert Kross, vice president of the Manufacturing Division at Autodesk. "We are pleased that our design software is not only able to help them respond better to their customers' individualized needs, but also grow their business in this lean economy. By making changes up front in the design process, manufacturers are able to realize significant benefits to their business."

### About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution 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 throughout the value chain leverage digital design data to work better, faster, and smarter. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

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