



Marketing

Chris Bradshaw
Chief Marketing Officer

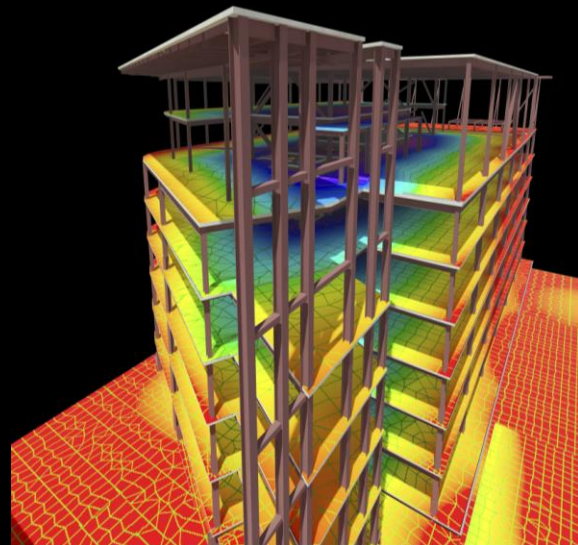
\$14+ Billion

Industries and Solutions

AEC



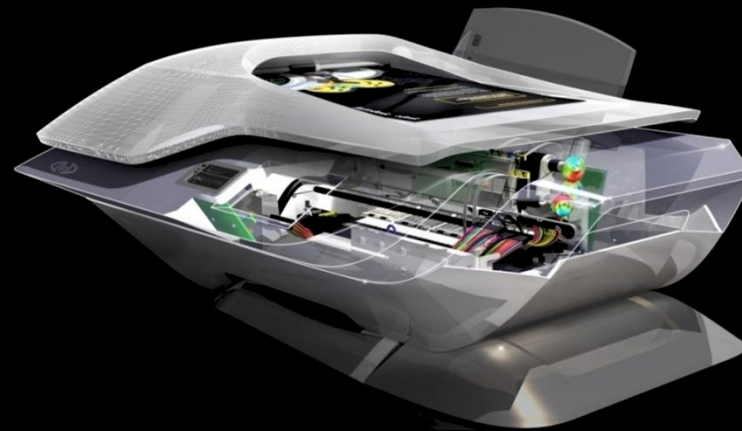
Building Information Modeling



Manufacturing



Digital Prototyping



M&E



Digital Entertainment Creation



Traditional Customer Segments

Enterprise

500+ Seats

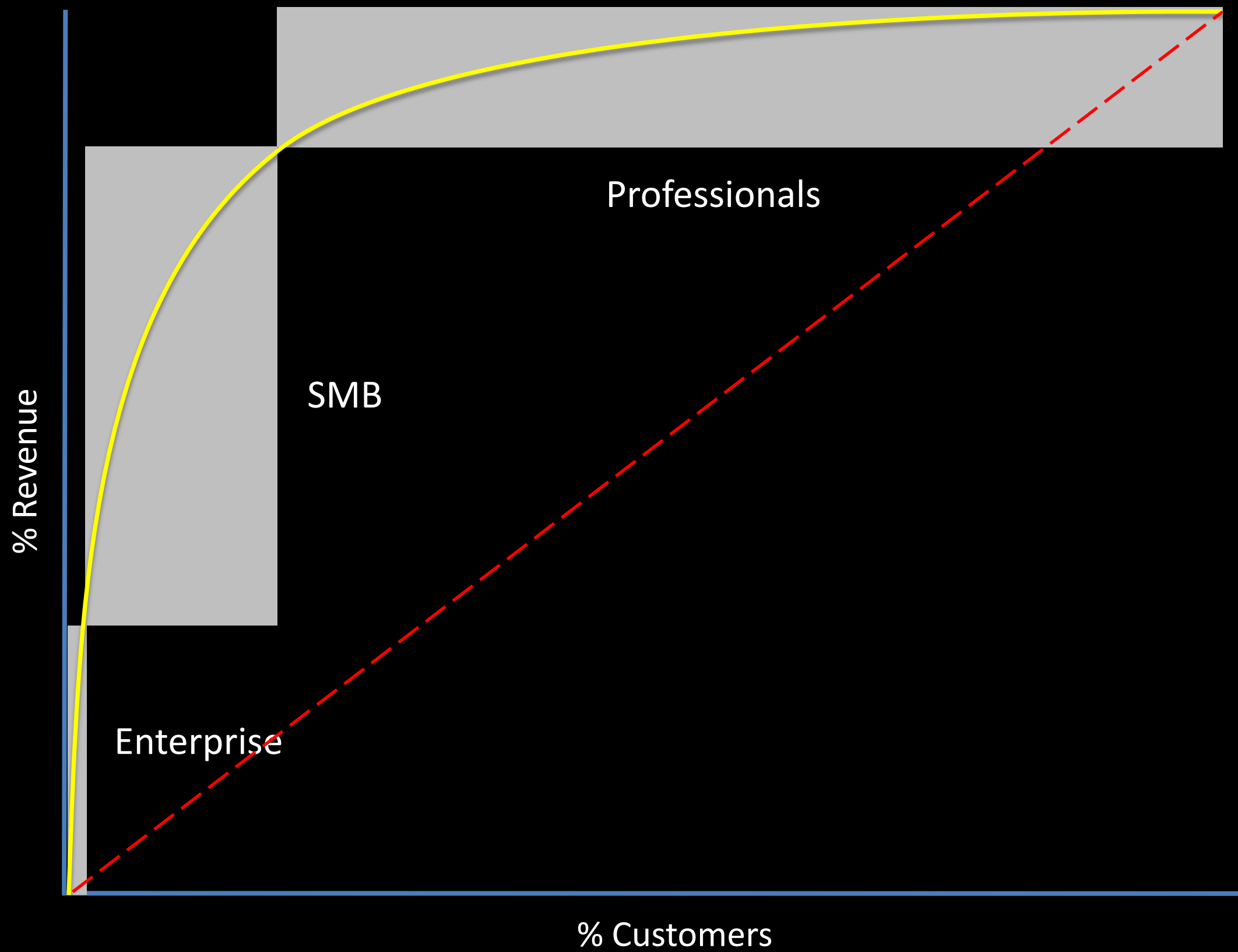
Small and Medium Business

5-500 Seats

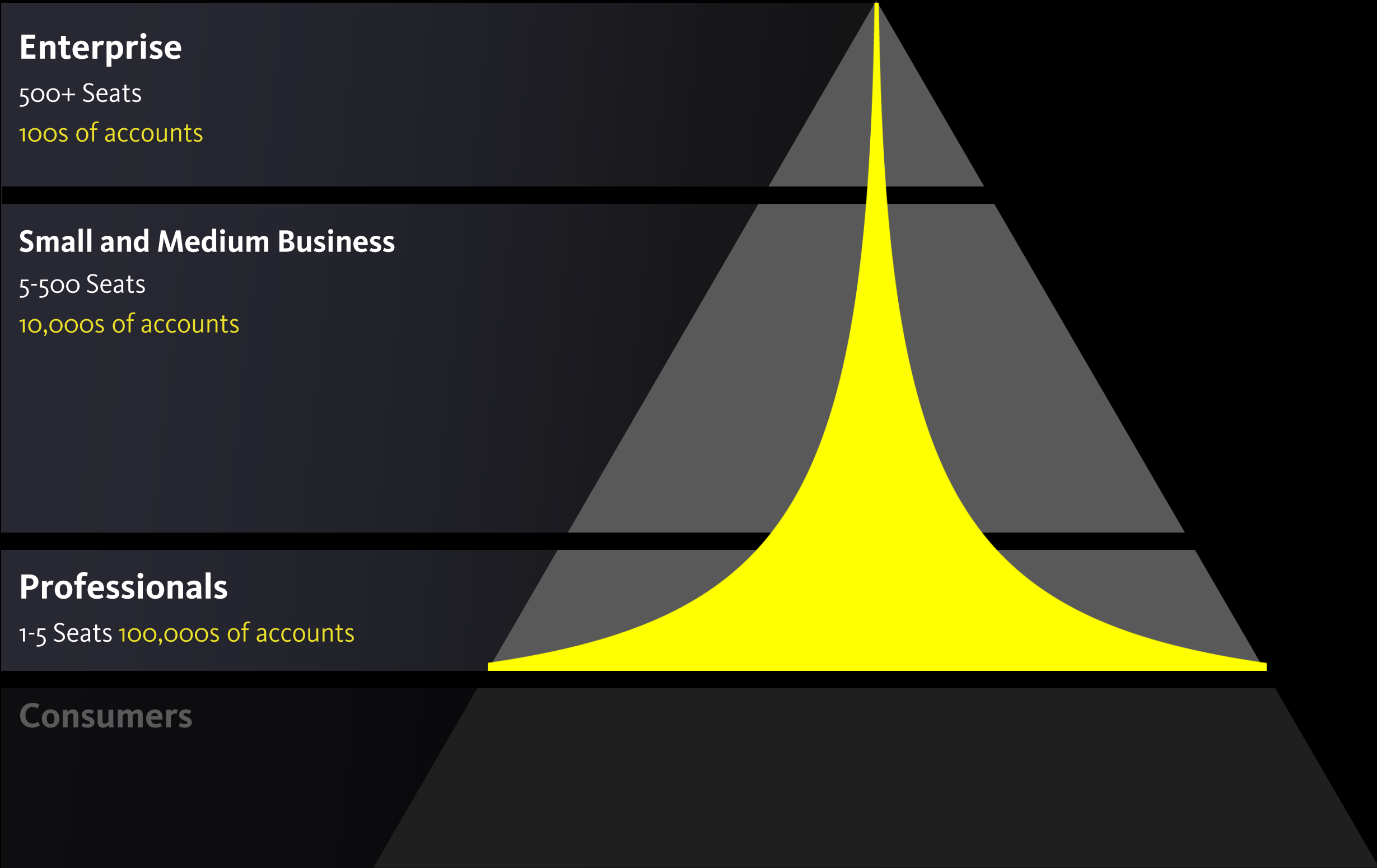
Professionals

1-5 Seats

Consumers



Autodesk Customers



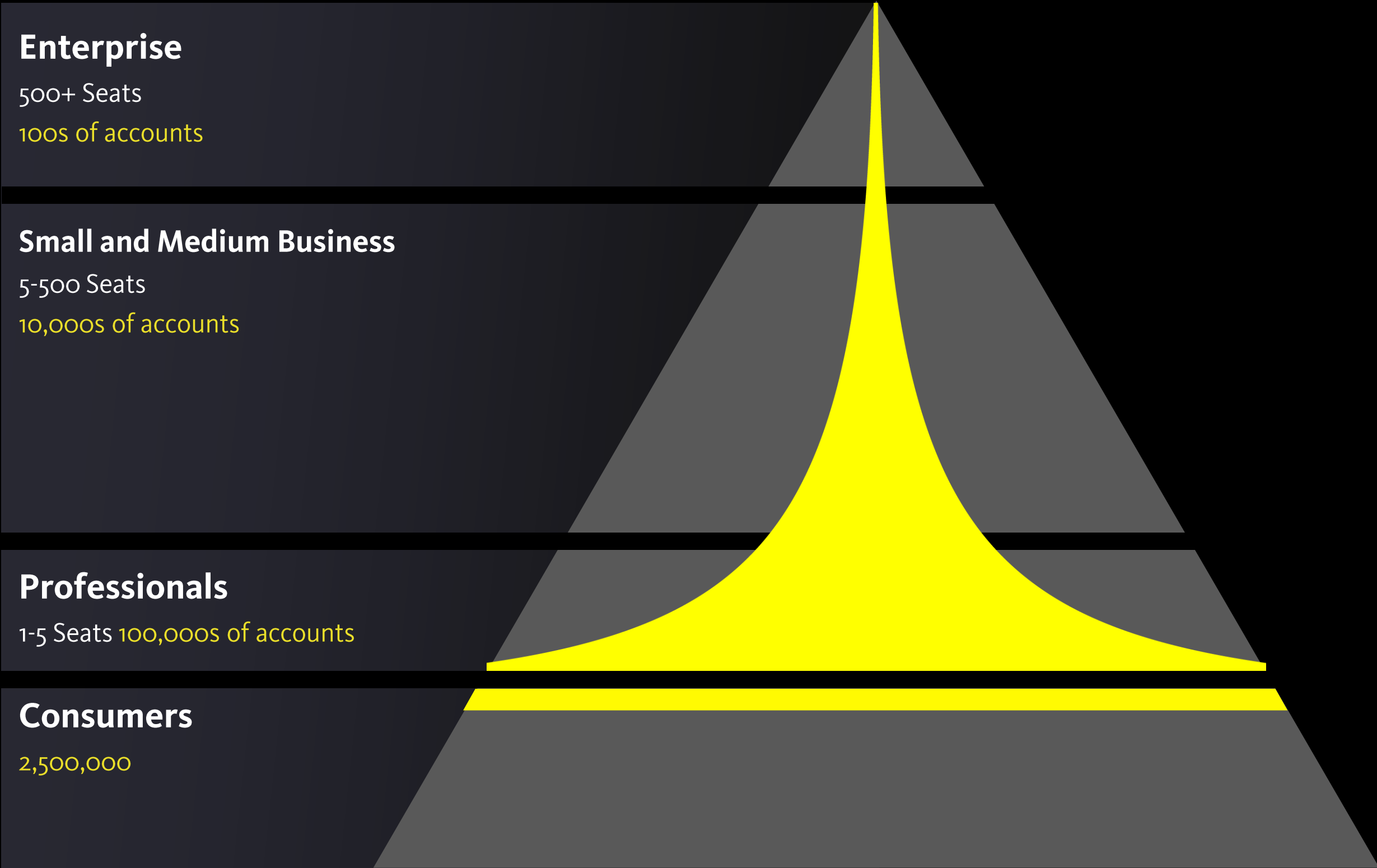
New Consumer Customers



Autodesk®
Homestyler™



Autodesk Customers



Professionals



AutoCAD LT: Professional Starts Here

AUTOCAD LT® 2010 PROFESSIONAL STARTS HERE.

Never compromise on productivity, compatibility, or reliability. AutoCAD LT 2D drafting software is your competitive advantage no matter what challenges come your way.

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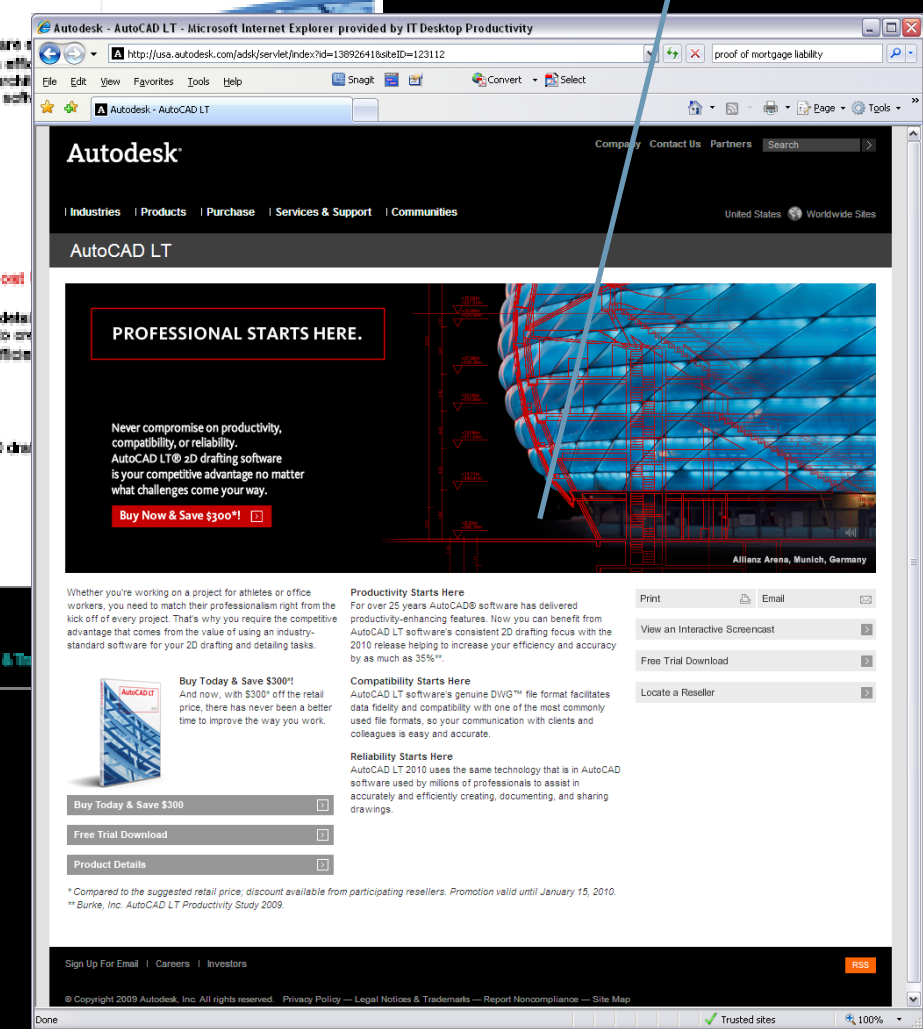
Download the FREE Trial

*Burke, Inc. Productivity Study

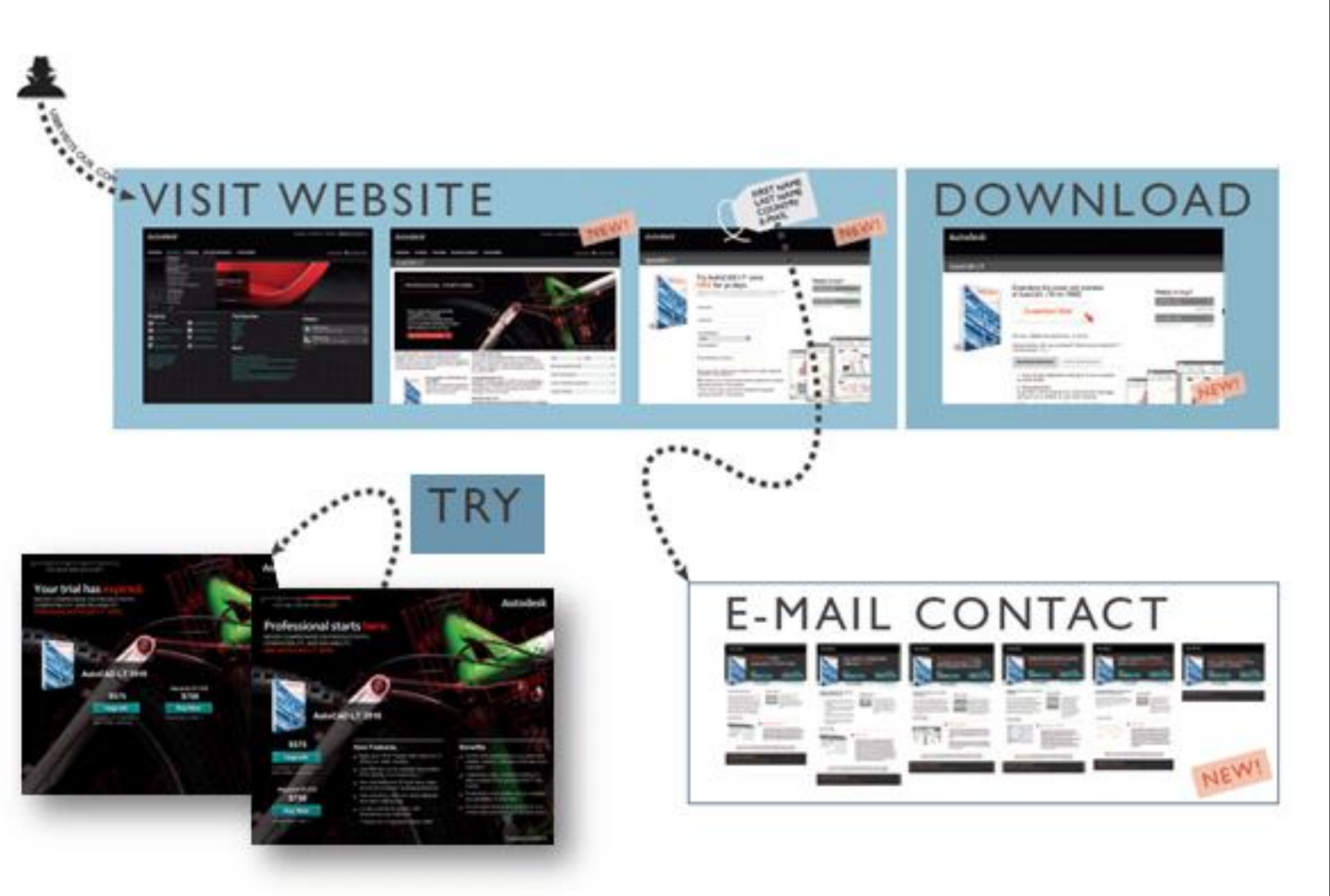
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3 Versions :
• Mfg, AEC, General

Buy & Trial throughout
• Email, Web, PR, etc.



AutoCAD LT: Trial to Buy



Social Media

New marketing and tracking



Autodesk // LABS
Exploring new approaches to design technology

Technologies // It's Alive in the Lab // Discussion // Labs Latest // About

Technologies // Alias Sketch Add-in for AutoCAD

ALIAS SKETCH for AutoCAD

Integrate painting, image manipulation, and illustration capabilities into your AutoCAD design workflow.

OVERVIEW

- GETTING STARTED
- SUPPORTED APPS
- UPDATES
- SYSTEM REQS
- SOCIAL SITES

[Download Now](#)

OVERVIEW
Technology Preview

Take advantage of Alias® and SketchBook technology directly in AutoCAD® software. Autodesk® Alias® Sketch for AutoCAD® Technology Preview adds fully integrated painting, illustration and image manipulation capabilities to enhance the AutoCAD design workflow, making AutoCAD a much broader creative tool. With Alias Sketch for AutoCAD users will be able to:

- Leverage freehand drawing techniques with pen based interaction
- Create blank screen illustrations
- Create artwork or import images to graphically express the context of designs, something previously requiring multiple applications to achieve
- Manipulate and composite images to quickly create variations for design exploration
- Free-hand markup (annotate) directly on top of AutoCAD geometry

The technology preview will operate for 30 calendar days after installation. We look forward to receiving your feedback. If you run AutoCAD 2010 with a network license, please send an email to labs.acad.alias sketch@autodesk.com with a subject reading "Require Network License".

FEATURED VIDEOS

- Add Building to Existing Site Image
- Alterations to Existing Building Sketch
- 2D/3D Consumer Product Concept Illustration
- 2D/3D Hybrid Architectural Concept Illustration



Between The Lines
All things Autodesk, AutoCAD, CAD, Design, 3D / 10, Visualization, Events, Technology, Tools, and more with Steve Hurley

Lynn Allen's Blog
Staying current with AutoCAD and other Autodesk news, highlights, and events worldwide.

Manufacturing Community Autodesk



Autodesk Labs: Alias Sketch for AutoCAD Add Building to Existing Site Image

Autodesk Labs: Alias Sketch for AutoCAD Alterations to Existing Building Sketch

Autodesk Labs: Alias Sketch for AutoCAD 2D/3D Hybrid Architectural Concept Illustration

2,098 views

2,830 views

1,610 views

★★★★★ 4 ratings



Autodesk iPhone Application



SMB



Inventor Global Campaign

Consistent Awareness

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Autodesk® Inventor® takes you beyond 3D to Digital Prototyping
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Learn More

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Watch the screencast featuring Inventor and AutoCAD

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了解更多

Autodesk® Inventor® vous fait passer de la conception 3D au Digital Prototyping.
Le logiciel Autodesk® Inventor® permet d'intégrer des dessins AutoCAD® et des données 3D dans un modèle numérique unique. Il crée ainsi une représentation virtuelle du produit, que vous pouvez utiliser pour concevoir, visualiser et simuler votre produit complet avant sa fabrication. Avec Autodesk Inventor, reliez vos équipes de conception, gagnez en compétitivité, commercialisez plus rapidement et à moindre coût des produits de meilleure qualité. Avec Autodesk Inventor, passez de la conception 3D au Digital Prototyping.
Pour en savoir plus

Précis. Natif. Compatible.
Le logiciel AutoCAD évolue depuis plus de 25 ans et des milliards de fichiers DWG™ ont été créés. L'interopérabilité est vitale et l'accès aisé aux données DWG est un impératif. Le logiciel Autodesk® Inventor vous permet de lire et d'écrire directement des fichiers DWG, sans conversion. Vous pouvez ainsi exploiter votre expertise AutoCAD, vos données DWG existantes, et protéger vos investissements 2D.
C'est l'un des nombreux avantages de la compatibilité 2D et 3D dont vous profitez avec Autodesk Inventor.
Inscrivez-vous pour visionner le screencast consacré à l'interopérabilité entre Inventor et AutoCAD.
Pour en savoir plus

Online

Autodesk®
REUSE IT. DESIGN IT. DOCUMENT IT.
Autodesk® Inventor® takes you beyond 3D to Digital Prototyping
Learn more

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Autodesk® Inventor® 带您超越三维设计，体验数字化样机解决方案。
了解更多

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Digital Prototyping mit Autodesk® Inventor® die nächste Stufe der 3D-Konstruktion
Weitere Informationen

Autodesk®
HERGEBRUIK. ONTWERP. DOCUMENTEER.
Ga verder dan 3D en maak met Autodesk® Inventor® de stap naar Digital Prototyping
Meer informatie

Print

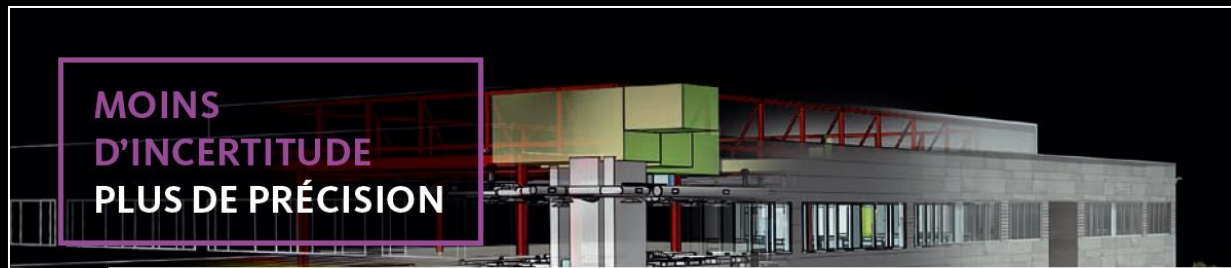
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AUTODESK INVENTOR TAKES YOU BEYOND 3D TO DIGITAL PROTOTYPING
Autodesk® Inventor® software enables a single digital model that enables you to design, visualize, and simulate your products. Inventor helps you to create product lines and get innovative designs to market faster.
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利用 Autodesk® Inventor® 软件能够创建单一数字模型，支持您设计和实现产品的设计、可视化与仿真，Inventor 可用您现有产品成本，加速创新产品上市。
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Autodesk®
DIGITAL PROTOTYPING MIT AUTODESK INVENTOR: DIE NÄCHSTE STUFE DER 3D-KONSTRUKTION
Autodesk® Inventor® ermöglicht Ihnen ein einziges digitalisiertes Modell, das Ihnen die Möglichkeit bietet, Ihre Produkte zu visualisieren und zu simulieren. Auf diese Weise werden Ihre Produktlinien schneller und innovativer entwickelt.
www.autodesk.com/beyond3d

BIM Global Campaign

Consistent Awareness



Hei <>

Less is More - koe tietomallinnuksen mahdollisuudet

Luo innovatiivisia ja kestävän kehityksen mukaisia korjausrakennussuunnitelmia. Hyödynnä Autodeskin tehokkaita tietomallinnusratkaisuja, joilla parannat tarkkuutta ja ennustettavuutta sekä saavutat selvää kustannussäästöä.

Tietomallinnuksen avulla:

korjausrakentamisen va

annusmahdollisuudet

sti rakennuksen tode

en vaikutukset jo enni

ten virheiden riskin

sella lisäarvoa

mallinnusratkaisujen

min voimavaroin. Li

nus

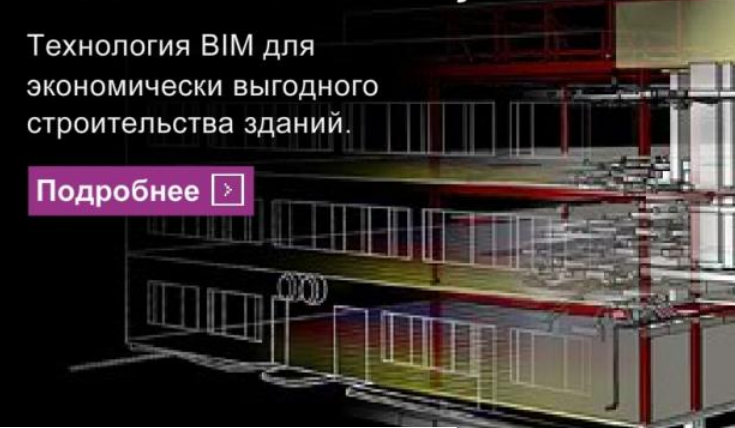
Katso maksuton video Uudessa-Englannissa kaupallinen sisustusprojekti raivaa integroiduilla projektoimintuksilla uutta uraa.



От меньшего к большему

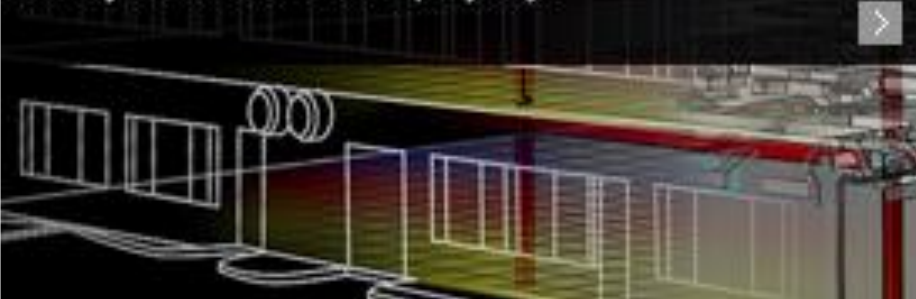
Технология BIM для экономически выгодного строительства зданий.

Подробнее >



Z modelowaniem informacji o budynku

Dowiedz się jak rozwiązania firmy Autodesk, dedykowane do BIM, pomagają inżynierom tworzyć zrównoważone projekty.



Autodesk

전체메뉴보기

협찬사 hp nvidia

BETTER BY DESIGN

Welcome to Autodesk Solution Day Virtual 2010

BETTER BY DESIGN



바로가기

내 보관함

검색

이벤트

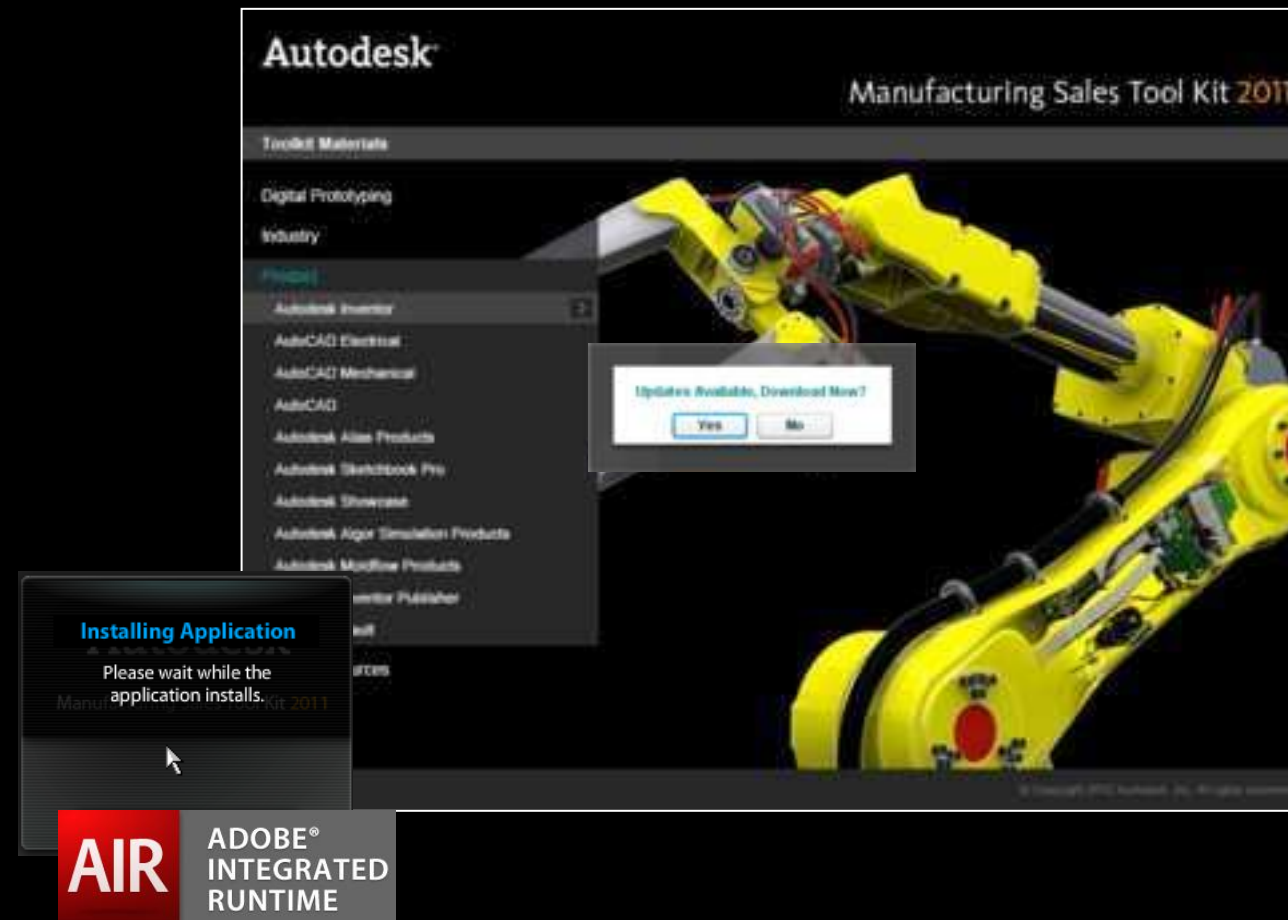
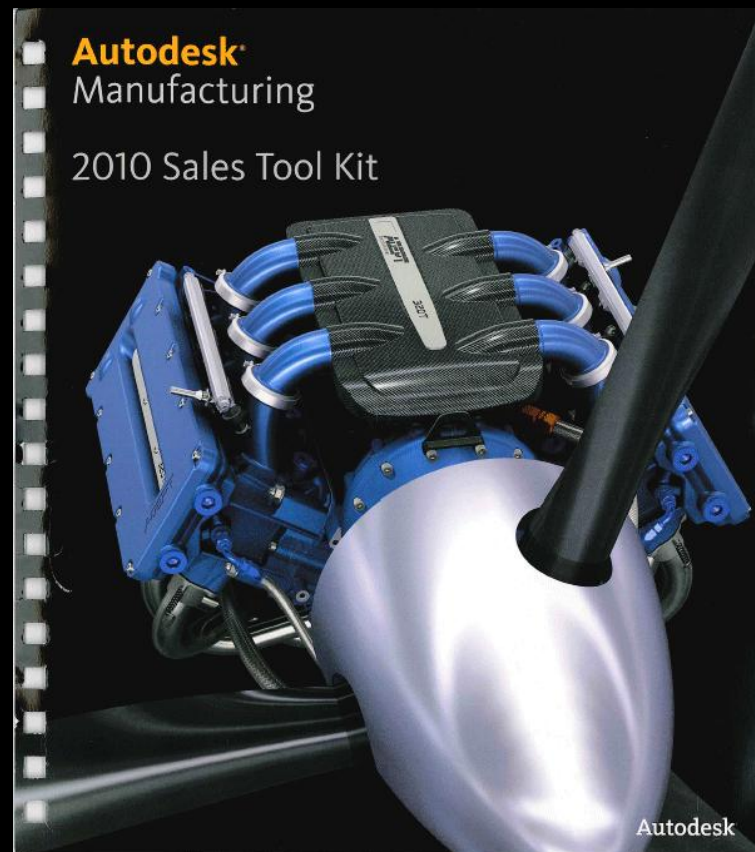
안내

마이페이지

도움말

Manufacturing Sales Toolkit Evolution

Ensuring maximum impact



2009

- 323 pages
- Global Freight \$
- Static

2010

- Electronic only
- Desktop RIA
- Updates automatically

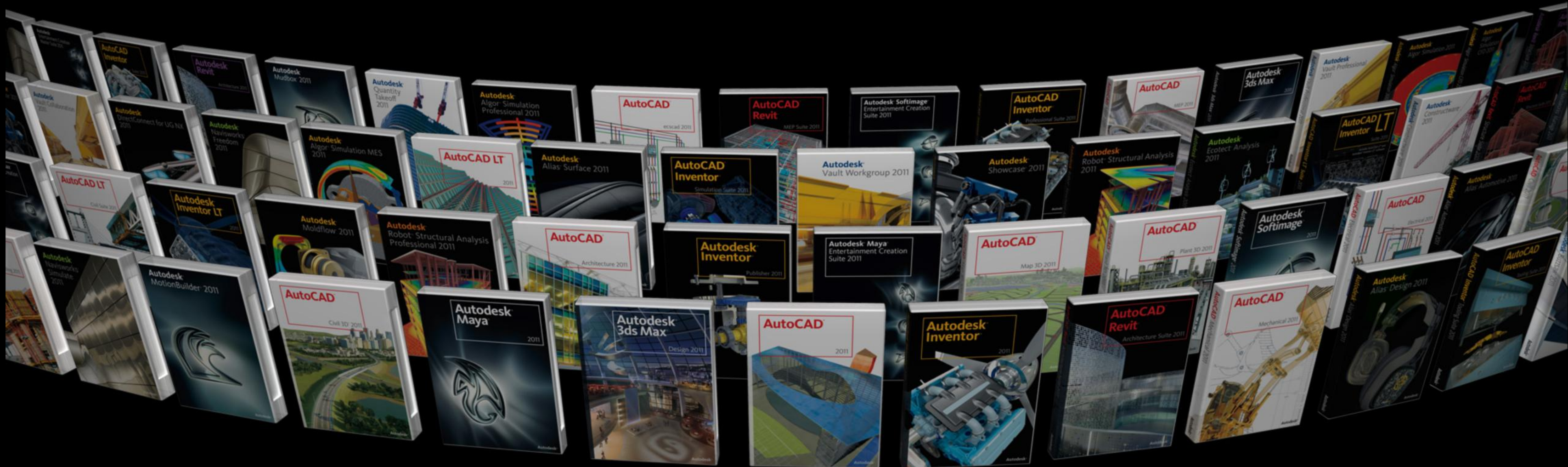
Enterprise



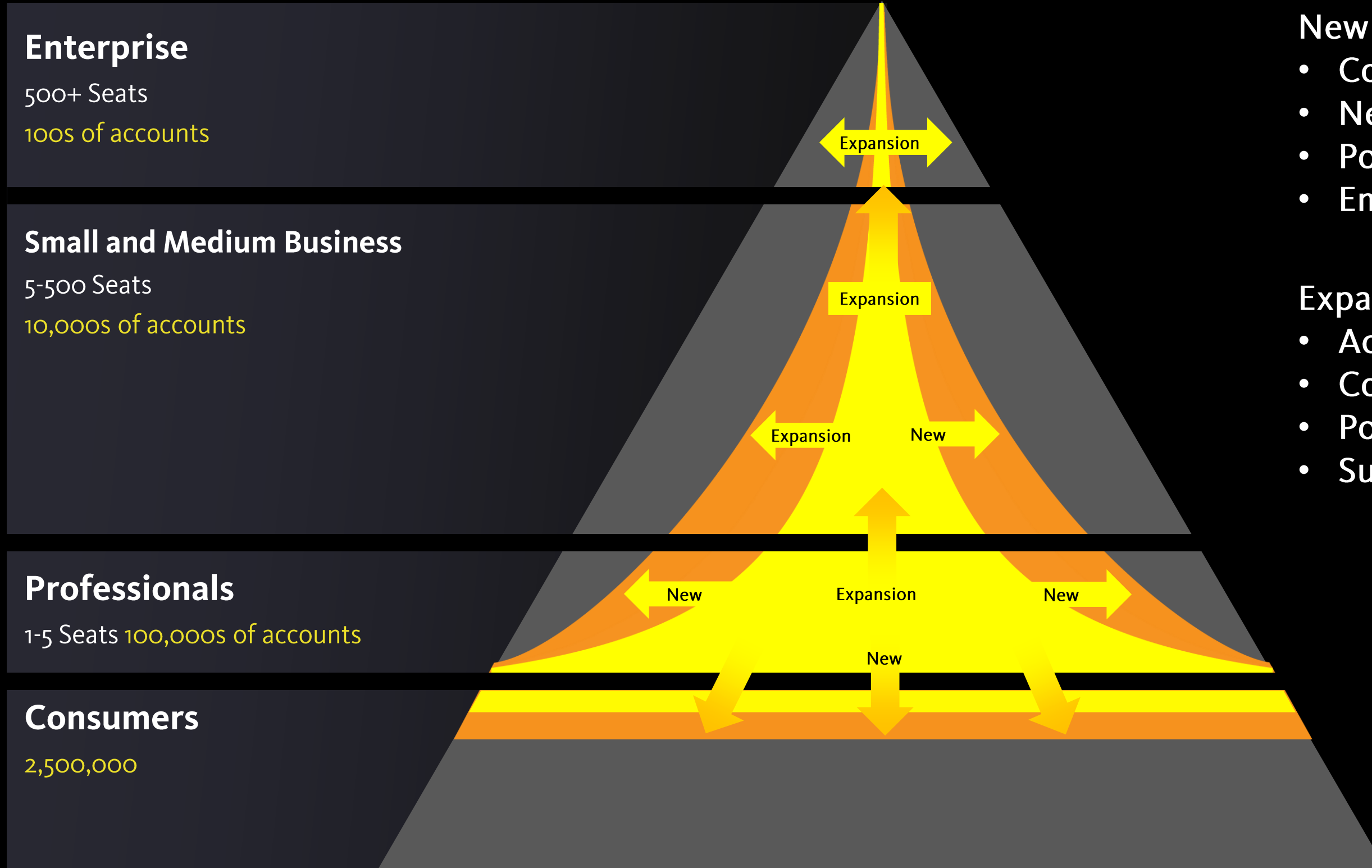
Marriott



Product Portfolio



Growth Opportunities



Enterprise

500+ Seats
100s of accounts

Small and Medium Business

5-500 Seats
10,000s of accounts

Professionals

1-5 Seats 100,000s of accounts

Consumers

2,500,000

New

- Competitive Wins
- New Accounts
- Portfolio Expansion
- Emerging Markets

Expansion

- Account Business Growth
- Competitive Displacement
- Portfolio Expansion
- Subscription

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