

# Top 10 Reasons why Consumer Products Companies choose Autodesk

The Autodesk® solution for Digital Prototyping helps consumer product manufacturers facilitate innovation, accelerate new product development and optimize collaboration with partners and suppliers. Autodesk offers a broad set of tools across all phases of product development which enable differentiation of consumer product brands through continuous innovation.

The Autodesk solution for Digital Prototyping helps reduce product development costs and facilitates innovation leading to increased revenue and profit growth. By providing a scalable, attainable and cost-effective solution to Digital Prototyping, Autodesk is uniquely positioned to help consumer product companies accelerate new product development while enabling them to visualize, optimize, manage and communicate designs before building physical prototypes.

## 1. Industrial Design Creativity - Conceptual Modeling

Autodesk provides a set of products designed specifically for the creative design process. Scalable, to provide the right offering for your design tasks and deliverables, the Autodesk® AliasStudio™ product family provides powerful tools for surface definition and optimizes the design process with modeling and visualization tools that quickly bring ideas to reality.

## 2. Industrial Design Freedom - Conceptual Sketching

Allowing artists the freedom to create and communicate design intent in the ways they know best, Autodesk® SketchBook® Pro offers an industry-leading digital sketchpad that features an artist-friendly, gesture-based interface that translates technology and functionality into a natural drawing experience.

## 3. Visual Collaboration

Autodesk® Showcase™ enables designers to create accurate, realistic imagery to not only convey form and function, but to also create environmental context to communicate brand character. It helps users present and review models in an environment in which team members can make timely, reliable design review decisions.

## 4. Engineering Productivity

Autodesk® Inventor® is the foundation for Digital Prototyping, producing an accurate 3D model that validates fit, form and function of a design before it is built. Its comprehensive set of design tools for producing, validating, and documenting complete digital prototypes helps consumer products manufacturers get more innovative products to market faster with fewer physical prototypes.



## 5. Open Interoperability

From industrial design to engineering and through to manufacturing, Autodesk provides a suite of interoperable, scalable products which enables the use of a single digital model to be used throughout the entire new product development process. Additionally, fully integrated and interoperable partner solutions allow Autodesk products to easily plug into existing software environments.



## 6. Synchronized Collaboration

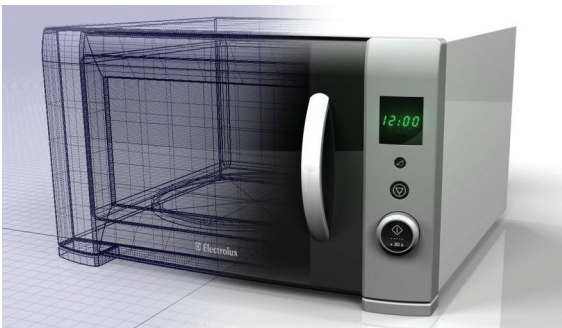
Whether it's interdepartmental, or with external suppliers, collaboration is made easy with cost-effective solutions such as Autodesk® Design Review, a free\*, all-digital way to review, mark up, measure and track changes. Complementing Autodesk Design Review, Autodesk Streamline® allows companies to easily share, store and manage project documents in single, hosted, online location.

## 7. Streamlined Manufacturing

The Autodesk solution for Digital Prototyping provides tools that facilitate the key phases of the consumer product manufacturing process such as release processes, supply chain collaboration, tooling, documentation and data management, as well as production and plant layout.

## 8. Seamless Data Management

Accelerate development cycles and optimize your company's investment in design data by organizing, managing, and automating key design and release management processes. Autodesk® Productstream® software securely stores and manages engineering design data and related documents, and serves as the pipeline between different workgroups in the Digital Prototyping workflow.



## 9. Powerful Animation, Effects & Rendering

Autodesk® Maya® software delivers fast and efficient tools for creating the stunning, high-resolution images and environments that support the development of sales and marketing materials such as brochures, advertising, presentations and online content. Create realistic product representations with the time-saving animation and mapping workflow tools in Autodesk® 3ds Max® Design.



## 10. Integrated Simulation & Analysis

Autodesk® Inventor® combines easy-to-use and tightly integrated motion simulation and stress analysis, making it easier for users to validate a digital prototype and predict how the design will work under real-world conditions before the product is ever built. By digitally validating design data, Autodesk gives consumer products companies the advantage of getting to market quicker while minimizing the need for time-consuming and costly physical prototypes.

To learn more, visit [www.autodesk.com/consumer-products](http://www.autodesk.com/consumer-products).

To locate the reseller nearest you, visit [www.autodesk.com/reseller](http://www.autodesk.com/reseller).

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