

Top Reasons to Buy Autodesk 3ds Max Design

87 percent of the architects and designers surveyed said they were more likely to win a competitive bid if their imagery was created with Autodesk 3ds Max Design software.*

A high-impact visualization can make the difference between winning a bid or walking away empty-handed.

Purchase a license of Autodesk® 3ds Max® Design 2013 software today, and gain access to a comprehensive, integrated rendering, 3D modeling, and animation solution for architects, designers, civil engineers, and visualization specialists to help tell the story behind their designs.

For more information about 3ds Max Design, go to www.autodesk.com/3dsmax.

To locate the reseller nearest you, visit www.autodesk.com/reseller.

*Data from CG Architect survey conducted in 2009. CG Architect surveyed 1,621 respondents, primarily in the architecture industry.

► The Power to Bring Your Designs to Life

With Autodesk® 3ds Max® Design software, you can better communicate your designs and create strong narratives that deliver a unique emotional experience. Autodesk® 3ds Max® Design software enables architects, designers, and visual artists to clearly convey design intent using a narrative story line and environmental context that resonates with audiences, and communicates important design information. 3ds Max Design helps your audience gain a deep understanding of how projects look and work before they are built.

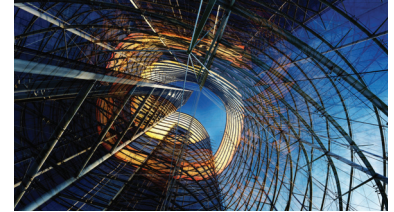


Image courtesy of Piotr Truszczynski

► Rendering Revolution

When every pixel matters, professionals turn to the powerful tools in 3ds Max Design for lighting, shading, materials, and rendering. Whether you're developing visuals for architecture, transportation, machinery, or consumer products, 3ds Max Design helps you produce virtual photography and virtual cinematography that is nearly indistinguishable from reality. 3ds Max Design provides a range of rendering options to help you create stunning images faster. The integrated mental ray® photorealistic raytracer has a large library of architectural materials. Using iray® "point-and-shoot" rendering with new ActiveShade support, it's never been easier to quickly create great-looking imagery. The Quicksilver GPU renderer provides a fast and simple solution for test-rendering and non-photorealistic (NPR) effects. Nitrous technology allows you to preview renderings directly in the viewport. Also available is the time-tested Scanline, or choose from an increasing number of third-party rendering plug-ins.



Image courtesy of Enrique Celma, Ardis3d

► Smart Data

Save time, better manage resources, and deliver high-precision results with intelligent workflows for aggregating data from numerous CAD and Building Information Modeling (BIM) file formats. 3ds Max Design has optimized interoperability workflows for AutoCAD®, Autodesk Revit®, Autodesk® Inventor®, and Autodesk® Alias® Design software, providing efficient data continuity throughout the design process. 3ds Max Design Civil View offers AutoCAD® Civil 3D® software, an automated visualization solution. New support for Autodesk® DirectConnect enables 3ds Max Design 2013 to import rich 3D data from SolidWorks®, Catia®, Pro/E®, Siemens NX, and JT™ solutions. And now 3ds Max Design provides enhanced interoperability with Adobe® Photoshop® and Adobe® After Effects® software, giving you greater flexibility for finishing and compositing.

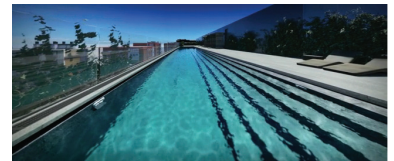


Image courtesy of Urban Simulations

► Powerful Modeling Tools

3ds Max Design offers an extensive polygon modeling and texturing toolset that complements your BIM or CAD workflows during conceptualization and allows you to create unique forms. The Graphite toolset incorporates 3D modeling tools for free-form sculpting, texture painting, and advanced polygonal modeling—all unified in a highly efficient user interface. Extensive UVW mapping tools help facilitate a wider range of operations for creative texture, planar, and pelt mapping, and enable direct manipulation of texture mapping coordinates.

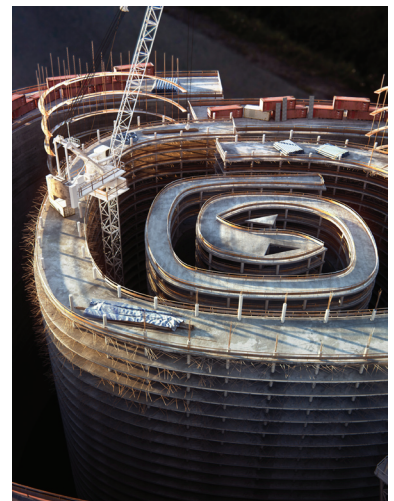


Image courtesy of Arkin Esref (www.arkinesref.com)

> Cinematic-Quality Animations and Visual Effects

Stand apart from the competition by creating breathtaking animations and visual effects. Create believable characters, animated crowds, or complex mechanical assemblies, using the same tools that help create Hollywood blockbusters and award-winning game titles. With the powerful, event-based Particle Flow system, and the integrated Hair, Fur, and Cloth systems, 3ds Max Design helps you bring more near-realistic dynamic motion to your scenes.

> Simplified User Experience

New customizable workspaces and viewport tabs help you adjust the user interface to the way you want to work. Configure your workspace to suit your preferences or to fit the task at hand—and easily create and switch between several viewport layout configurations to gain access to the views you need for each task.

> Lighting Analysis

Simulate lighting with confidence. Exposure™ lighting analysis technology has been validated by the National Research Council Canada (NRC) (www.autodesk.com/3dsmaxdesign-exposurevalidation). A feature unique to 3ds Max Design, Exposure helps you achieve more sustainable designs by analyzing how sun, sky, and artificial lighting interact with your CAD or BIM design, and by exploring direct lighting effects right in the viewport.

> Extensibility

Extend and tailor 3ds Max Design to meet your specific production needs. Autodesk collaborates with industry leaders to spearhead continued technology innovation in 3D so that 3ds Max Design customers have access to a wide range of hardware and software tools. With commercial and freeware plug-ins available through the Autodesk Developer Network (ADN) Sparks® applications, you can tap into a constantly evolving world of specialized functionality.

> Learning Resources

Whether you're new to 3ds Max Design or you're a pro, get training any way you need it—from instructor-led or self-paced classes to online training. Get expert guidance at an Autodesk Authorized Training Center (ATC®) site, and watch online tutorials on the 3ds Max Learning Channel on YouTube. Boost your knowledge with some of the hundreds of books or DVDs available at your bookstore, and validate your experience with Autodesk certifications. Tap into one of the largest online communities of 3D professionals and enthusiasts to share information and knowledge. Learn more at www.autodesk.com/3dsmax-learningpath.

> Global Community

Available in six languages and used by hundreds of thousands of professionals around the world, 3ds Max and 3ds Max Design software benefit from a strong, vibrant user community. Whether you're a business looking to hire talent or a student looking for your first job, your search is made easier with the help of the individuals in the 3ds Max and 3ds Max Design user community. And the extensive 3ds Max and 3ds Max Design online community, including AREA and Facebook, provides an invaluable resource for anyone looking for expert advice on challenging projects. Visit AREA at area.autodesk.com or become a fan of 3ds Max on Facebook.



Image courtesy of Tianyi Zhu

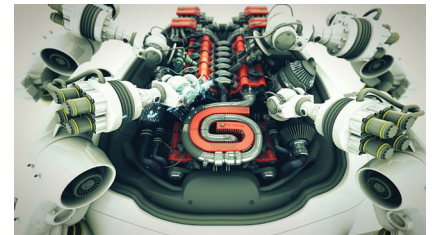


Image courtesy of Jacques Pena



Image courtesy of Uniform