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## Prepare for the upturn

As unlikely as it seems right now, the world economy will improve and companies need to be ready for it when it does. Already there are small, positive signs of recovery, and it's well documented that Australia has performed better than most other developed economies.

Consider some recent indicators.

Business confidence in the June quarter surged by the greatest amount since 1975, according to the Australian Chamber of Commerce and Westpac. Japan, the world's third-largest economy and one of Australia's key trading partners, has just recorded its biggest rise in executive-level business confidence since 2006.

That's why the time to be investing in research and development is now, so new products are ready to bring to market when the time is right. Companies that have mothballed innovation and

development will be left on the starting blocks when demand recovers. That's when market share will change hands and new, unexpected competitors will emerge.

To help companies make their next generation of ideas real, Autodesk recently launched its 2010 design and engineering software portfolio.

This new software range enables better designs, increased productivity and improved performance – meaning R&D budgets can stretch further and bigger ideas can be brought to life.

For further information on these upgrades see the company news section or visit the [Autodesk website](#).

Thank you for reading *Autodesk Matters* and all the best for the coming financial year.

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## Customer success story – Ergon Energy

## Ergon Energy uses CAD Design Tool to increase productivity, accuracy and standardisation

Ergon Energy, a Queensland company enthusiastic about delivering sustainable quality energy solutions, has implemented CAD Design Tool to increase productivity, accuracy and encourage standardisation amongst its external designers.

Autodesk CAD Design enforces data rules, drawing and internal standards on Ergon Energy's external designers, encourages the use of AutoCAD as the primary design technology and allows for the automatic integration of data into Ergon's geographic information system (GIS).

Since the implementation of Autodesk CAD Design Tool, Ergon has seen a dramatic increase in productivity by eliminating double and manual handling of all design data. Autodesk CAD Design tool lets Ergon Energy better utilise a number of full time resources, reducing the manual labour involved in entering the design data into Ergon Energy's other systems.

To read the full article, please see the [print version of Autodesk Matters](#).



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## Company news

### Change the way you live, learn, work and play with Autodesk's 2010 software portfolio

Autodesk has launched its 2010 design and engineering software portfolio, which provides new features and functionality across more than 50 new products enabling better design, increased productivity and improved performance.

Autodesk's 2010 software portfolio will better equip designers, architects, engineers and digital artists with software that allows them to fundamentally and sustainably change the way people live, learn, work and play.

For information about all Autodesk 2010 products and availability please [click here](#). Keep reading Autodesk Matters for a sneak peak at the following 2010 products:

- > [Autodesk Revit Architecture 2010](#)
- > [Autodesk Navisworks 2010](#)
- > [Autodesk 3ds Max Design 2010](#)
- > [AutoCAD Map 3D 2010](#)
- > [Autodesk Topobase 2010](#)



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## Company news

### Project Two Degrees

Autodesk has recently partnered with the Clinton Climate Initiative (CCI) to provide visualisation technology for Project Two Degrees, an Internet-based application created to give cities around the world practical tools to measure and reduce greenhouse gas emissions at a local level.

The Project Two Degrees application uses Autodesk MapGuide Enterprise, which acts as the model-based virtualisation environment, to view, evaluate and compare the results of analysing and monitoring the C40 city.

Autodesk also provides building performance based analysis tools to help cities take meaningful actions in curbing local and regional impacts of climate change, helping to save money, conserve energy and track tangible progress.

Participating cities are able to establish a baseline on their greenhouse gas emissions, manage inventories, create action plans, track the effectiveness of their emissions reduction programs, and share experiences with each other using the first global, multi-lingual emissions measurement tool available 24/7 via the web.

For further information on Project Two Degrees and CCI, please see the [print version of Autodesk Matters](#).



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## Events

### Spatially Enabled Government Summit '09



Autodesk is excited to be a featured exhibitor at the Spatially Enabled Government Summit (SEGS) '09, to be held at The Marquee, Canberra, on August 25 and 26, 2009.

The annual conference, designed to gather all levels of government, as well as government agencies, will focus on three core topics critical to the improvement of organisations geographic information system and spatial infrastructure:

1. gaining maximum use and benefit from data collected for new projects
2. maximising the value of spatial information with effective data management and data currency strategies, such as selecting the right tool for the right project at the right time

3. developing a holistic government approach to interoperability, such as strategies to implement on any scale of operation.

Keynote speakers will address these three core topics to help delegates understand the political and technological background of a holistic approach, building mechanisms for sharing, maintaining and assuring the quality of geographic information; investigating licensing models that facilitate access, and opportunities for new development; analysing the investment needed over five years to develop a national spatial data infrastructure, and developing and implementing advanced spatial data infrastructure concepts.

Brendan Soustal from Midcoast Water will lead a discussion on effective strategies for maximising the use of spatial information, including the implementation of Autodesk Topobase at Midcoast Water.

Secure your place – [register now](#).

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## Campaigns

### Limited time to upgrade Autodesk 2007 software

Customers holding licences for Autodesk 2007 retiring products have a limited time to upgrade!

As of March 16, 2010, customers will no longer receive upgrade pricing or technical support for these products.

After this date customers wishing to move to the latest release of their Autodesk software will be required to purchase a new commercial licence.

For more information please see the [upgrade and retirement program section](#) of the Autodesk website.



### Is your software being retired?

On March 15, 2010, Autodesk will retire upgrades from the following 2007 software products:

#### Platform solutions

- AutoCAD LT 2007
- AutoCAD 2007
- Autodesk Raster Design 2007

#### Architecture, engineering and construction solutions

- Autodesk Architectural Desktop 2007
- Autodesk Land Desktop 2007

- Autodesk Building Systems 2007
- AutoCAD Revit Architecture Suite 9
- Revit Architecture 9
- AutoCAD Revit MEP Suite 2
- AutoCAD Revit Structure Suite 4
- Autodesk Civil 3D 2007

#### Geospatial solutions

- Autodesk Map 3D 2007

#### Manufacturing solutions

- AutoCAD Mechanical 2007
- AutoCAD Electrical 2007

- Autodesk Inventor Series 11
- Autodesk Inventor Professional 11
- Autodesk Inventor Routed Systems Suite 11
- Autodesk Inventor Simulation Suite 11

#### Media and entertainment solutions

- Autodesk VIZ 2007
- Autodesk 3ds Max 9
- Autodesk Maya Complete 8.5
- Autodesk Maya Unlimited 8.5
- Autodesk MotionBuilder 7 & 7.5

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## Campaigns

### Autodesk introduces streamlined upgrade pricing model

From March 16, 2010, Autodesk will introduce a new streamlined upgrade pricing model, changing how it prices upgrades, cross-grades and retroactive subscription fees.

Under the current pricing model, prices of upgrades, cross-grades and retroactive subscription fees vary on the software release being upgraded.

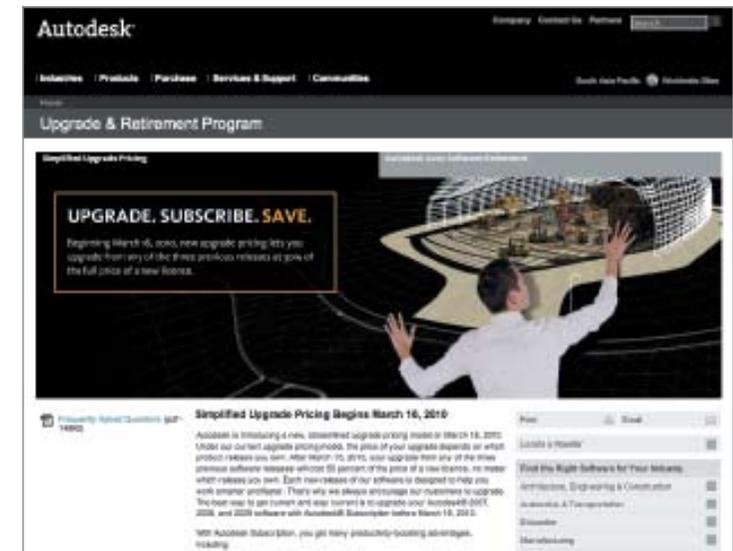
In the new pricing model, upgrades, cross-grades and retroactive subscription fees from any of the three previous software releases will cost 50 per cent of a full licence.

Each new Autodesk release is designed to help customers work smarter and faster, with product boosting advantages including:

- flexible licensing rights
- home licence use
- web support
- self-paced training
- incremental product enhancements (on selected products).

To get current and stay current, upgrade your Autodesk 2007, 2008, and 2009 software with Autodesk subscription before March 16, 2010.

For more information, [click here](#).



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### Inventor iLogic Extension 2009 for subscription customers

Autodesk is excited to offer Autodesk Inventor subscription customers the Inventor iLogic Extension 2009 as an add-on for the Autodesk Inventor 2009 family of software products.

Inventor iLogic broadens and enhances parametric design capabilities, automates tedious design tasks and adds higher levels of design intelligence to digital prototypes.

Through the integration of Inventor iLogic into Inventor 2009, users are able to:

- create 'smart' parts and assemblies that define multiple product configurations, and make automatic updates in real-time based on logical relationships between design parameters
- simplify rules-based design with easy-to-use, clickable tools that any Inventor user working at the individual and engineering workgroup level can use – including those with little or no programming experience
- automate tedious design tasks by adopting higher than ever before levels of intelligence to digital prototypes.



For further information on Inventor iLogic, please [email illogic@autodesk.com](mailto:illogic@autodesk.com) or contact your Autodesk authorised value added reseller.

To download Inventor iLogic, or to trial the hands-on tutorial and learn more about Inventor iLogic, please log in to the [subscription center](#).

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## Manufacturing

### The importance of digital prototyping

Digital prototyping has offered benefits to large manufacturing organisations for many years, but the expense of the customised tools required to build a true digital prototype has kept them out of reach for many small and medium sized companies. In addition most out-of-the-box 3D modelling applications provide only part of the functionality needed to create a complete digital prototype.

Autodesk is ensuring that it caters to the needs of smaller organisations by introducing design tools, and packages that

contain cost-effective, attainable and scalable solutions that enhance the design team's functionality.

Autodesk's digital prototyping software allows product design teams (both conceptual designers and engineers) to build, explore and test new products digitally before they become a physical reality. This in turn decreases costs, increases efficiency and produces an environmentally friendly product.

For more information about digital prototyping please see the [print version of Autodesk matters](#).



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## Manufacturing

### Our top ten: Autodesk Navisworks 2010

As part of our 2010 global product launch, we wanted to showcase the premier products in the Autodesk software range for each industry – along with the key functional features of the product, we've given you the top reasons to use each one.

Autodesk Navisworks 2010 lets architecture, engineering, and construction firms use digital design data, and content across their extended teams, helping to optimise resources, control costs and minimise the risk of errors. The software's enhanced features enable greater insight and predictability among users, improving productivity and quality on even the most complex projects. All stakeholders enjoy a whole project view to improve decision-making, performance planning and management.



1. Reduce errors and on-site expenditure
2. Increase visibility, exploration and understanding of complex models
3. Visualise and coordinate designs in one project
4. Share 3D designs with others
5. Realise the value of the design data created in BIM and in 3D plant design projects
6. Increase insight and construction and operational predictability
7. Walk-through and experience your design in real-time
8. Get full value from existing construction planning software
9. Ability to clash design work
10. Create images and animation that visualise and present the design easily in 3D

For more on our top reasons to use Autodesk Navisworks 2010 and AutoCAD Inventor LT suite please see the [print version of Autodesk matters](#).

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## Manufacturing

### Save time, avoid errors and increase innovation using iCopy for Inventor

iCopy for Inventor is an exciting new product that can significantly improve your organisation's productivity, enabling you to make multiple copies of an assembly that automatically resizes to fit your design.

Designs often require multiple instances of a standard element that needs to be adjusted with each occurrence. When dealing with a large number of elements, making these adjustments manually is time-consuming and prone to error.

By capturing a few key constraints, such as connection points and paths, iCopy creates and inserts multiple instances of the assembly and automatically adjusts the size and shape of each occurrence based on your functional requirements.

iCopy for Inventor helps you:

- save time by easily customising commonly-used assemblies
- avoid errors when working with complex designs involving multiple paths
- innovate by exploring multiple design iterations quickly.

Please visit [Autodesk's labs site](#) to download iCopy for Inventor, as well as a tutorial to get you started

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## Architecture, engineering and construction

### CARR optimise its design-to-documentation process and capitalises on new business opportunities



CARR, an architectural and interior design firm recognised for its contemporary aesthetics and sharp focus on detail, has implemented Autodesk Revit Architecture to optimise its design-to-documentation process and capitalise on new business opportunities.

Revit Architecture has helped CARR increase its productivity by 20 per cent through shortened production cycles, higher-quality documentation and enhanced client services. CARR has experienced significant time savings with a reduced need to coordinate drawing sheets and constantly cross-check referencing, as well as cost savings by being able to



more accurately communicate design intent to its clients.

CARR counts on Revit Architecture to help boost design quality, generate visually engaging and accurate documentation and exceed client expectations. The software enables the company to position itself as a leader in the field of architecture and design.

For the full story please see the [print version of Autodesk Matters](#).

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## Architecture, engineering and construction

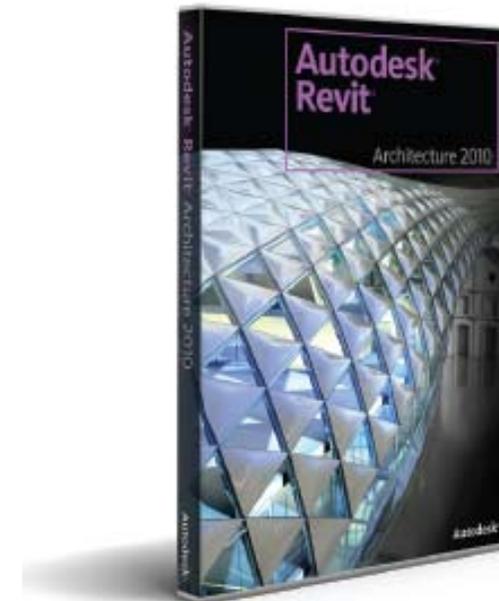
### Our top ten: Autodesk Revit Architecture 2010 software

As part of our 2010 global product launch, we wanted to showcase the premier products in the Autodesk software range for each industry – along with the key functional features of the product, we've given you the top reasons to use each one.

Autodesk Revit Architecture 2010 helps your business transition to building information modelling (BIM) at its own pace, while protecting your software, training and design data investments. The software's enhanced ability to handle large projects will lead to greater business opportunities. Its increased interoperability enables users to work more efficiently with members of their extended project team and an improved user interface heightens productivity.

1. Conceptual design environment
2. Building maker
3. Bidirectional associativity
4. Parametric components (families)
5. Schedules
6. Detailing
7. Material takeoff
8. Intuitive user interface
9. Sustainable design
10. Design visualisation

Please see the [print version of Autodesk Matters](#) for more on our top ten reasons to use Autodesk Revit Architecture 2010



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## Utilities

### Integrate infrastructure design and management using Autodesk Topobase



Autodesk Topobase 2010 infrastructure model management software provides accurate information about the assets throughout your organisation. Topobase is an open solution with industry-specific workflows that helps utilities improve the asset infrastructure model to

reduce backlogs and improve operational efficiency, data quality and responsiveness. Designed for cost-efficient customisation and integration with your existing geographic information systems (GIS), Topobase enables you to leverage technology investments so you'll benefit from fast implementation and realise return on investment.

Autodesk Topobase software integrates infrastructure design and management, providing easy access to accurate design,

spatial and asset information throughout an organisation, which provides:

- more efficient decision-making by integrating CAD, asset, GIS and customer information for a more comprehensive view of infrastructure
- improved efficiency and data quality due to reduced manual input and conversion processes that decrease the accuracy of information
- secure, shared spatial information between departments within an organisation, such as operations, finance and field staff.

Built on and leveraging the power of AutoCAD Map 3D, Autodesk MapGuide Enterprise and Oracle RDBMS software, Topobase is an open and flexible framework that can be configured to support specific processes and integrated with existing business systems.

For more on our top reasons to use AutoCAD Map 3D software please see the [print version of Autodesk matters](#).

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## Utilities

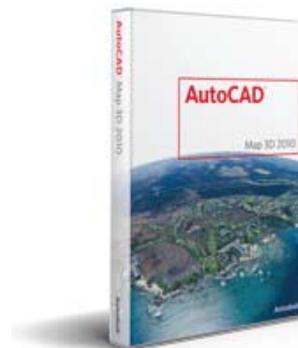
### Our top ten: Autodesk AutoCAD Map 3D

As part of our 2010 global product launch, we wanted to showcase the premier products in the Autodesk software range for each industry – along with the key functional features of the product, we've given you the top reasons to use each one.

AutoCAD Map 3D 2010 software provides utilities with a tool for base map creation and management, which improves the infrastructure design process. Engineering and geographic information systems (GIS) professionals can work with the same data, and design processors can integrate geospatial functions in a single environment for more efficient workflows. Leverage your existing CAD-trained workforce to save on training costs, use enhanced analysis and visualisation tools to make better design and maintenance decisions, establish standards and improve data consistency, and ensure all your teams have access to the latest information to improve productivity.

1. Real-world context
2. Directly access and exchange data
3. Create cleaner, more accurate designs and data
4. Establish standards and integrate inconsistent data
5. Use powerful mapping, analysis and visualisation tools
6. Tap into sophisticated database features
7. Streamline tasks with workflow automation
8. Find the right information and work simultaneously
9. Maintain investments in spatial data with metadata
10. Easily distribute maps and design data

For more on our top reasons to use AutoCAD Map 3D software please see the [print version of Autodesk matters](#).



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## Media and entertainment

### Cut&Paste – Sydney 2009

As part of Cut&Paste 2009, the Digital Design Tournament 2009 was in Sydney at the start of June, for the last worldwide tour of the year before the global championship in New York.

The Autodesk-sponsored event travelled the globe, visiting 16 cities where a slate of three competitions (2D, 3D and motion graphics) were held, marking the debut of the global championship, a much-anticipated addition to the Cut&Paste annual world tour.



Sydney saw 16 competitors take to the stage at Sydney's Metro Theatre in three competitions with Lev Berry (2D), Ray Kristianto (3D) and Michelle McNamara (motion graphics) taking the Sydney titles.

Cut&Paste hopes to provide channels of visibility and inspiration for designers, both aspiring and established, to reach their existing audiences as well as potential fans.

To learn more about Cut&Paste Sydney, the competitors and the winning designs, please visit the [cut and paste website](#).

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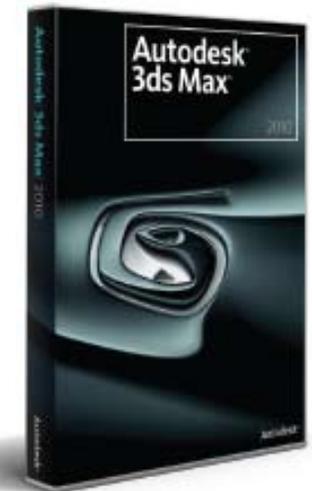
## Media and entertainment

As part of our 2010 global product launch, we wanted to showcase the premier products in the Autodesk software range for each industry – along with the key functional features of the product, we've given you the top reasons to use each one.

### Our top ten: Autodesk 3ds Max

Autodesk 3ds Max 2010 helps your business push the boundaries of creativity and efficiency. Featuring out-of-the-box productivity, this software enables your artists and developers to create innovative new gaming experiences. 3ds Max 2010 removes barriers to software compatibility, leaving you and your facility free to realise your vision for the game and build the most efficient workflows for maximum productivity by using the best software products for the job.

1. Out-of-the-box productivity
2. Efficient modelling
3. Flexible rendering
4. Community focus
5. Third party plug-ins
6. Smooth interoperability
7. Advanced particles
8. UV workflows
9. MAXScript extensibility
10. Ease of learning



For more on our top reasons to use Autodesk 3ds Max please see the [print version of Autodesk matters](#).

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## Education

### Made by students, for students...

The Revit Kid! blog is set to be a major source of information for students using Autodesk Revit-based products. The blog is designed for students planning a career in architecture, engineering or construction management, and strives to help all users become comfortable with the world of building information modelling.

The Revit Kid! regularly blogs about industry issues, while sharing a number of educational tools, including tutorials and tips, with his peers.

[Click here](#) to visit The Revit Kid!



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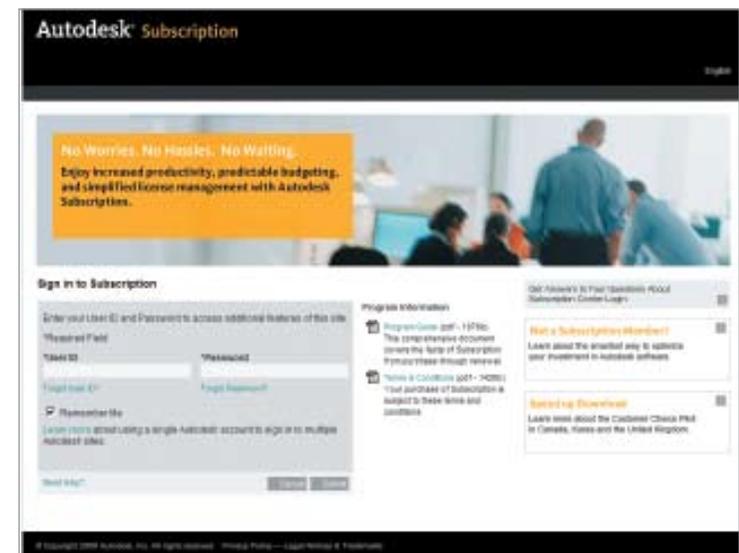
[Learning and development](#)

## Autodesk subscription centre: your one-stop shop to e-learning, support, downloads and more

Autodesk's subscription center is an exclusive, password protected, one-stop-shop that provides subscription customers with access to e-learning, web support (if included in the contract), product downloads, and a range of other program benefits.

The subscription center account setup is a one-time process that takes only a few minutes to complete. As the contract manager/software coordinator, once you are setup and have your login, you can invite user/s to access the subscription center for web support, e-learning, product enhancement downloads and more.

To set up your account please visit [subscription centre](#).



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### Access your member-only benefits

After purchasing your Autodesk subscription, you will receive an email with your user ID and temporary password inviting you to set up your subscription center account. If, for some reason, you do not receive this email, follow the steps below to request another 'invitation'.

1. Go to the Autodesk [Subscription Center](#).
2. Click 'Subscriber help'.
3. Click subscription 'Help request form'.
4. Fill out the required information and in the 'Please help me with' box, choose 'Need invitation to subscription center'.

#### So how do I register?

##### It's as easy as 1,2,3...

#### Step one: Contract manager/software coordinator account creation

1. Refer to your welcome email for your user account ID and temporary password. Click on the link in the email to access the subscription center.
2. Sign in using the information provided in the welcome email. Select your own permanent password when prompted.

3. Review and accept the subscription terms and conditions.
4. Verify customer profile information.
5. Account creation is complete. You should now see your personalised home page.

#### Step two: Invite users to access the subscription center

1. Go to subscription administration and select 'Manage users'.
2. Add single or multiple users. Note: you can invite as many users as you have licences on the contract.
3. Add user/s information. Click 'Add user' button to send invitation/s to user/s.

#### Step three: User account creation and setup

1. User/s that have been added will receive an email inviting them to set up their subscription center account/s, including a user ID and temporary password.
2. Users provide registration information and select their 'Member name' and password.
3. Registration is now complete. User/s should now see their personalised home page.

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### Our top ten reasons to become a subscription customer

- 1. Predictable budgeting** – the subscription fee is paid annually, or prepaid on a multi-year contract, improving cash forecasting and giving you the option of including the fees in project estimates and billing.
- 2. Technology upgrades** – receive upgrades or technology enhancements for your products on subscription as they become available (during the term of your contract).
- 3. Web support** – receive interactive contact with Autodesk experts right at the desktop.
- 4. e-Learning** – access self-paced, interactive product lessons, including hands on exercises with an option to use a simulation, and take built-in assessments to identify skills gaps and the lessons that will help you most.
- 5. Flexible use of previous versions** – legally continue using previous versions of purchased software licences even after installing an upgrade of the same product.
- 6. Flexible purchasing options** – purchase annually or for a term of up to three years where discounts may apply. Add new licences at any time and, for multi-year agreements, subscription fees are price-protected for the term of the contract.
- 7. Simplified software management** – contract managers and software coordinators administer contracts centrally, managing licences, e-Learning, and web support.
- 8. Subscription center** – available only to subscription customers, the subscription center includes a variety of exclusive community features and simplified processes for renewing contracts and adding users.
- 9. Community access** – stay close to technical experts through a variety of community centred features, and have exclusive contact with the people who make the products.
- 10. Cost-effectiveness** – if you typically upgrade your products, you can save money with subscription.

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## Autodesk University (AU)

Autodesk University (AU) is the world's largest annual gathering of design professionals, industry experts and Autodesk executives.

Autodesk University combines comprehensive leading environment, a trade show, and a mix of business and social activities. The 2008 AU program included lectures, in-depth training sessions, classes and labs, a design leadership program and a host of social activities aimed at learning and networking.

AU 2009 will be held at the Mandalay Bay Hotel in Las Vegas, Nevada from December 1 to December 3, 2009.

Start planning now and take advantage of early-bird rates available from August 12, 2009.

For the full story please see the [print version of Autodesk Matters](#).



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## Autodesk student community

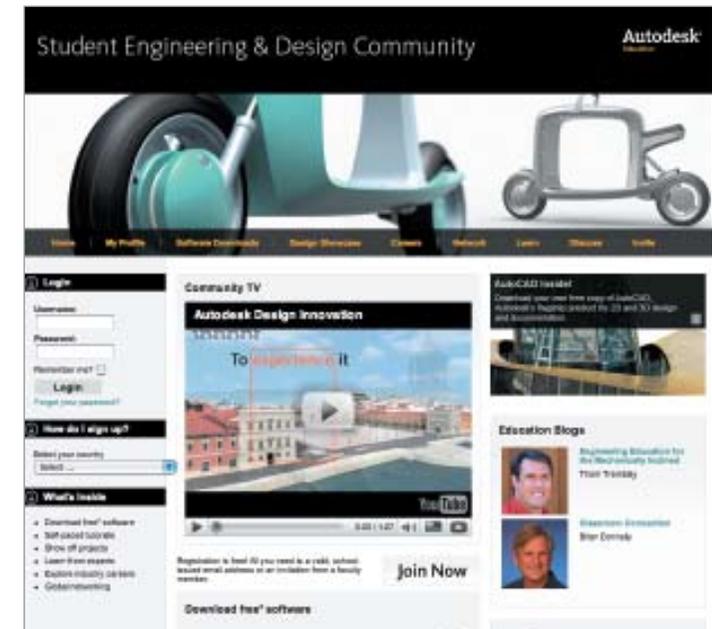
Autodesk created the student engineering and design community in 2006 to help architecture, engineering and digital entertainment students gain the educational resources and technical expertise they need to be successful in their future careers.

The website offers students free software downloads, offering more than 25 of Autodesk's leading products, including AutoCAD 2010, AutoCAD Inventor Professional, 3ds Max and Revit Architecture.

In addition to products, students can access learning resources, search for internships and jobs, showcase their designs and discuss design topics with their peers. Educators can download curricula and exchange information about industry best practice.

Since its launch in 2006, the community has expanded to more than 620,000 members, representing more than 19,000 schools and educational institutions in 140 countries.

For more information on the student community please see the [print version of Autodesk Matters](#).



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