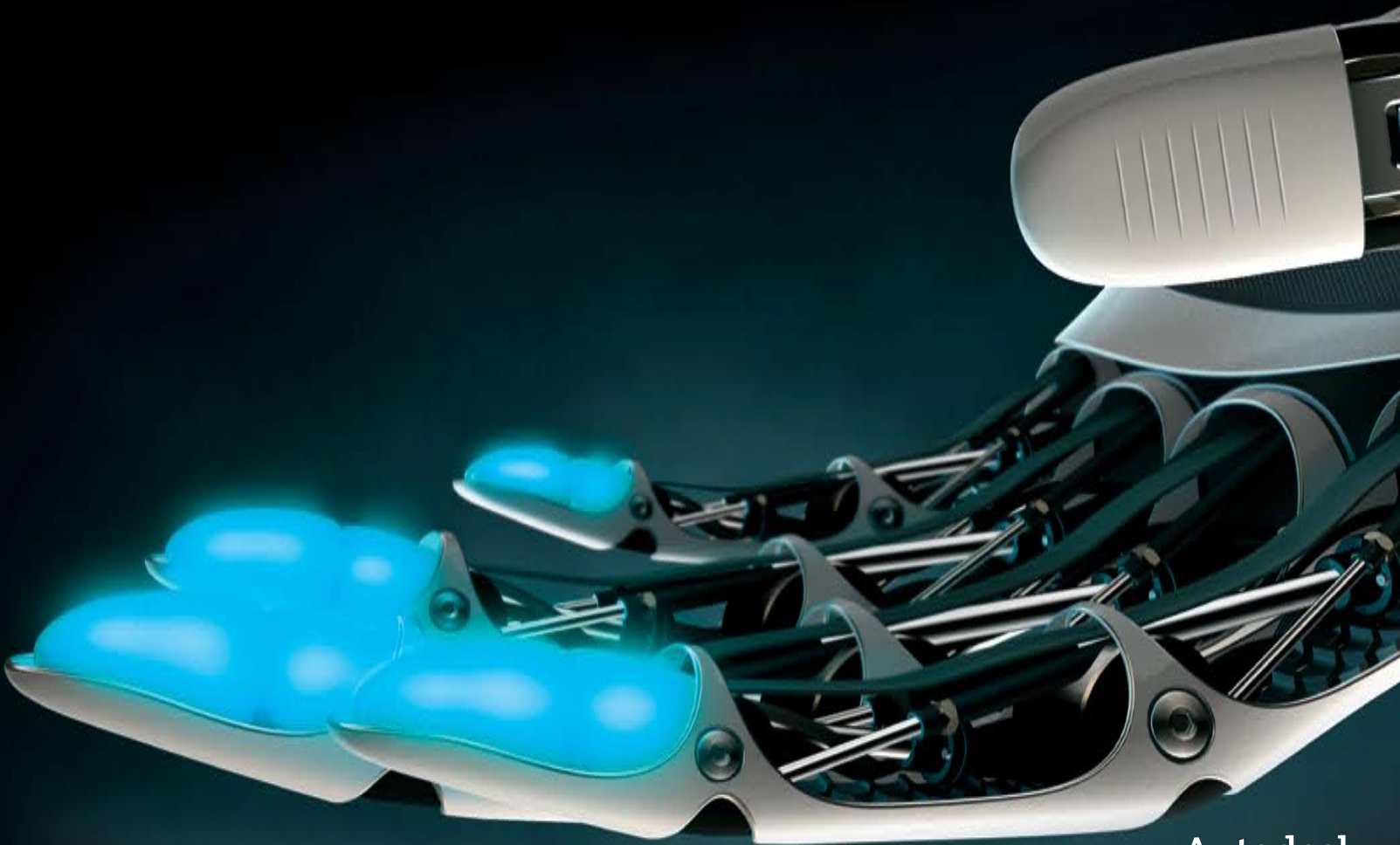


**Autodesk®**

AliasStudio™ 2009

Transport your design  
to new levels.



Autodesk®

# Design Drives Success

Design, more than any other factor, has the power to influence purchase decisions that consumers make. In today's competitive global marketplace, designers are under pressure to come up with new, innovative designs that address both form and function—and to do so quickly.

## Facing these issues?

- Staying ahead of the competition requires consistently producing innovative designs.
- Design intent is lost or altered during engineering.
- Moving between multiple software applications interrupts design workflow.
- Projects are delayed waiting for design review decisions.
- Design and engineering teams struggle to collaborate on 3D design data.

Discover how Autodesk AliasStudio software products help companies make design a competitive advantage.



Image courtesy of Daniel Simon

## Tools for the Creative Design Process

The Autodesk® AliasStudio™ product line addresses the unique creative requirements of the entire industrial design workflow, combining creativity with craftsmanship. It has powerful tools for surface definition and optimizes the design process with industry-leading sketching, modeling, and visualization tools that quickly bring ideas to reality in a single environment and in less time.

## Capture and Communicate Digital Design Intent

Communication is a key component of design. AliasStudio provides a complete set of tools for concept design and communication, reducing the time required to create high-quality imagery for clear, efficient, and persuasive visual communication. AliasStudio helps designers tell their story—clearly and effectively—to sell ideas and avoid holding up projects waiting for design review decisions.

## Own the Design

AliasStudio enables designers to own their designs further into the development process with tools to efficiently refine model details and create production-quality data for downstream use. Designers retain ownership of designs and incorporate changes later in the process, increasing the flexibility of design decisions and preventing design intent from being altered or lost during the engineering phase. AliasStudio also supports collaboration between designers and engineers to help ensure that both aesthetic and functional requirements are efficiently addressed in design solutions.



**AliasStudio has provided a great return on investment because we have been able to reach our vision of increasing sales by consistently delivering innovative designs and bringing the product to market quickly.**

– Paul Seiter  
Founder  
Wild West Motor Company

The Autodesk AliasStudio product line provides a comprehensive set of tools for conceptual design and design realization, which enables users to capture their ideas digitally from the initial sketch to the 3D concept model.

#### Autodesk DesignStudio

Autodesk® DesignStudio® software enables designers to rapidly develop and communicate design concepts using sketches, illustrations, photorealistic renderings, animations, and digital 3D advanced NURBS models.

#### Autodesk Studio

Own the entire design process—from ideation through design refinement and resolution. Autodesk® Studio software includes all the features in DesignStudio, plus the capability to efficiently control the entire shape-definition process with tools to create, modify, and visualize precise surfaces and design details. It provides a unique value with additional modeling productivity tools for faster model creation and modification, and includes advanced visualization features for realistic interactive evaluation and presentation.

#### Autodesk AutoStudio

Autodesk® AutoStudio software is an industry-leading application for automotive design and styling and is the choice of major automotive styling studios throughout the world. The software includes all of the functionality in Autodesk Studio and SurfaceStudio, and provides a comprehensive solution for the entire shape-definition process, from concept sketches through Class-A surfacing.

#### Autodesk SurfaceStudio

Evolve concept models and scan data into high-quality production surfaces, including Class-A surfaces for automotive design and styling, with Autodesk® SurfaceStudio software. It includes a full set of dynamic modeling capabilities for shape development, refinement, and control, as well as powerful interactive evaluation functionality to verify the aesthetic and technical quality of surfaces.



**AliasStudio gives us the flexibility and effectiveness needed to achieve our demanding aesthetic and technical objectives... AliasStudio really shines at the "concept to reality" phase.**

– Olli Komulainen  
Senior Industrial Designer  
Polar Electro Oy

# Digital Prototyping for the Manufacturing Market

Autodesk is a world-leading supplier of engineering software, providing companies with tools to experience their ideas before they are real. By putting powerful Digital Prototyping technology within the reach of mainstream manufacturers, Autodesk is changing the way manufacturers think about their design processes and is helping them create more productive workflows. The Autodesk approach to Digital Prototyping is unique in that it is scalable, attainable, and cost-effective, which allows a broader group of manufacturers to realize the benefits with minimal disruption to existing workflows, and provides the most straightforward path to creating and maintaining a single digital model in a multidisciplinary engineering environment.

## **Learn More or Purchase**

Access specialists worldwide who can provide product expertise, a deep understanding of your industry, and value that extends beyond your software purchase. To purchase software from the Autodesk AliasStudio product line, contact an Autodesk Premier Solutions Provider or Autodesk Authorized Reseller. To locate the reseller nearest you, visit [www.autodesk.com/reseller](http://www.autodesk.com/reseller).

Enhance your design process from workflow to design interchange with Autodesk AliasStudio software. To learn more about Autodesk AliasStudio, visit [www.autodesk.com/aliasstudio](http://www.autodesk.com/aliasstudio).

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Original Cyborg Hand render created exclusively for Autodesk courtesy of Natalie Chusa

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