



*"It was a pleasure to work with the HOOPS technology and Tech Soft team. They gave us excellent support throughout the project. That support, combined with the strength of the HOOPS/3dAF and HOOPS/Stream toolkits, helped us hit an aggressive launch date and ship a great product".*

*Brian Mathews, Software Architect  
Autodesk, Building Solutions Division*

<b>Business Profile</b>
Product Using HOOPS DWF Viewer
More Info <a href="http://www.autodesk.com">www.autodesk.com</a>
Industry CAD
TS3D Products HOOPS/3daf HOOPS Stream Toolkit

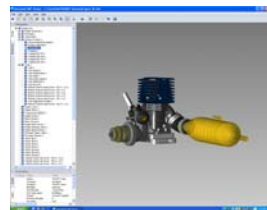
### Company Brief

Autodesk is one of the world's leading digital design and content companies, serving customers in industries where design is critical to success: building, manufacturing, infrastructure, digital media, and location services.



### The Challenge

In 2004 Autodesk set out to bridge the gap between 2D and 3D within the many design markets they served by extending their popular DWF format and viewer to include 3D data. The company needed to hit the market quickly in a highly competitive environment and the solution needed to demonstrate Autodesk's grasp of the real-world problems faced by users and their commitment to producing the highest quality software. Although Autodesk is rich in graphics talent, the company was reluctant to divert those high-value developers from their current key projects in order to simply reinvent the capabilities found in HOOPS/3dAF and HOOPS/Stream.



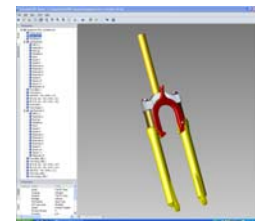
### The Solution

The Autodesk viewer team evaluated a number of internal and external technologies and found that HOOPS/3dAF contained all of the key functionality they needed, provided abundant sample code and a high-level API to slash development time - while still allowing Autodesk to add value and customize the look-and-feel of the viewer.

For the rapid creation of the new 3D DWF format, HOOPS/Stream offered a rich 3D scene definition, advanced compression, and a flexible SDK. Finally, the TSA Consulting Engineering team was an invaluable partner to ensure optimal usage of the HOOPS toolkit and keep Autodesk's development proceeding smoothly and efficiently.

### The Results

- Autodesk was able to slash development costs and ship the feature-rich, stable DWF Viewer 5 just a few short months after licensing HOOPS/3dAF.
- DWF gained an important strategic advantage over 2D-only publishing formats with the addition of compressed 3D.
- Time to market was significantly shortened, giving Autodesk a major jump on competitors hoping to cut into DWF's market share.
- Autodesk now offers a thorough, unified 2D/3D viewing solution to serve the company's broad set of applications and their respective user communities.



### About Tech Soft 3D

HOOPS toolkits from Tech Soft 3D (TS3D) dramatically simplify the design, development and maintenance of high-performance, interactive 2D/3D engineering software. HOOPS components are part of over 175 commercial software applications that run on millions of desktops worldwide. Headquartered in Berkeley, CA, TS3D is on the web at <http://www.techsoft3d.com>. For more information, contact Ron Fritz, Managing Partner: 510.883.2180 x 201 or [ron@techsoft3d.com](mailto:ron@techsoft3d.com).