Top Reasons to Buy Autodesk 3ds Max Design

> 3ds Max Design rendering is such an important and powerful medium because it often dictates whether the project goes ahead or not.
>
> — Jason Howden
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> ArcHaus Architects Limited

Buy Autodesk® 3ds Max® Design 2012 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**

1 Telling your Design Story

In a recent study conducted by online magazine CGarchitect, almost 90% 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. When it's time to tell the story behind your design, 3ds Max Design provides an extensive range of features also used by visual effects, broadcast, and games companies to help deliver compelling experiences. Effects: people walking through the scene, flowing waterfalls and fountains, or window drapery waving in the wind can all be created in 3ds Max Design, helping bring your designs to life and helping to engage the viewer emotionally.
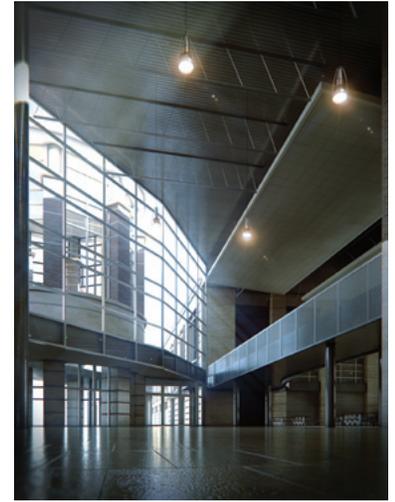
2 Out-of-the-Box Productivity and Visual Quality

3ds Max Design is a tool of choice for leaders in the architecture, civil engineering, and manufacturing industries who are looking for a comprehensive 3D modeling, rendering, and animation solution that helps produce higher-quality results out of the box. The new Nitrous Accelerated Graphics Core dramatically improves performance and visual quality, enabling designers to iterate faster, make creative decisions in context, and handle larger datasets.

3 Simplified Interoperability

3ds Max Design offers interoperability with select Autodesk CAD and BIM tools. Streamlined integrated workflows with the AutoCAD®, Autodesk® Revit®, Autodesk® Alias® Design, and Autodesk® Inventor® software product families provide efficient data continuity throughout the design process. Support for both the DWG™ file format and the Autodesk® FBX® asset exchange technology makes it easier for you to enhance your visual BIM data, while the Civil View feature automatically creates realistic visualizations using civil data. 3ds Max Design can import surfaces and solids from Inventor native data and SAT files, as well as WIRE files natively from Autodesk® Alias® Design.

4 Creative Polygon Toolset

3ds Max Design is well known for its extensive polygon modeling and texturing toolset that helps you get the job done faster. The Graphite toolset incorporates 3D modeling tools for freeform sculpting, texture painting, and advanced polygonal modeling—unified in a highly efficient user interface. Moreover, extensive UVW mapping tools help facilitate a wider range of operations for creative texture mapping.

5 A Rendering Revolution

3ds Max Design continues to revolutionize the world of rendering, providing an array of options to help you create stunning images faster, and offering solutions to help tackle many production challenges. With unlimited integrated mental ray® rendering software, a traditional scan-line renderer, the Quicksilver GPU renderer, and the newly integrated iray® "point-and shoot" rendering technology from mental images, you can make creative decisions faster. Whether you require photorealism or stylized hand-drawn looks, finished presentations or early-stage previsualizations, still images or immersive animations, 3ds Max Design has the tools to help you get the rendered results you need. For even more options, choose from a constantly evolving list of third-party rendering plug-ins.

Image courtesy of SHW Group.

Image courtesy of Focus 360.

Image courtesy of Glowfrog.
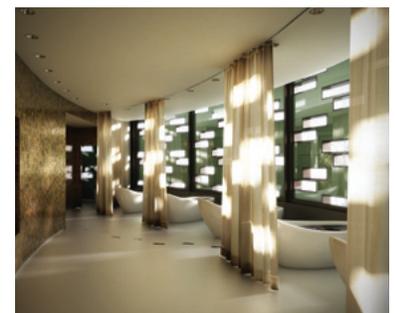
Image courtesy of Virtual Resolution.

6 Immediate Feedback

3ds Max Design uses leading game technology to help provide you with a higher fidelity preview of your materials and lighting in the viewport prior to rendering. This enables you to make interactive decisions in a context that more closely matches the final output, helping to reduce errors and enhance the creative storytelling process.

7 Autodesk Materials

Benefit from an extensive library of over 1,200 easy-to-use, physically-based materials for mental ray software, based on manufacturing-related data and professional images. The Autodesk Materials library gives you faster access to commonly used building and design materials: wall paint, solid glass, fabrics, wood, tiles and concrete. Moreover, the library enables you to exchange material data with certain other supporting Autodesk applications in a true one-to-one mapping—helping to create a consistent definition and rendered look, and eliminating the need to rework materials after data import.

8 Exposure Lighting Analysis

Simulate the lighting in your designs with confidence—Exposure™ lighting analysis technology (**www.autodesk.com/3dsmaxdesign-exposurevalidation**) has been validated by the National Research Council Canada (NRC), Canada's leading organization for scientific research and development, and the same organization that has conducted validation studies on Radiance for lighting simulation (**www.autodesk.com/3dsmaxdesign-exposurevalidation**). A feature unique to 3ds Max Design, Exposure enables you to achieve more sustainable designs by analyzing how sun, sky, and artificial lighting interact with your design and exploring direct lighting effects right in the viewport.

9 Partner Technology

Autodesk joins forces with among the best and brightest in the industry to spearhead continued innovation, and to make sure that 3ds Max Design software customers have access to a wide and current selection of 3D software and hardware. With thousands of commercial and freeware plug-ins available for 3ds Max Design, a constantly evolving world of specialized functionality is available to help meet your specific production needs.

10 Industry Standard

Autodesk® 3ds Max® software has long been a preferred choice for advanced visualization. 3ds Max Design builds on this legacy by providing a more tailored user experience for architects, engineers, designers, and visualization specialists. Available in six languages and used worldwide by professionals and students, 3ds Max Design enjoys a strong, vibrant community and a vast global pool of trained talent. Whether you are an architectural firm looking to outsource or hire locally, or a student preparing for your first job interview, you'll benefit from the wealth of experience that results from the software's position as an industry-leading tool for advanced visualization.

**Image courtesy of Delta Tracing.**
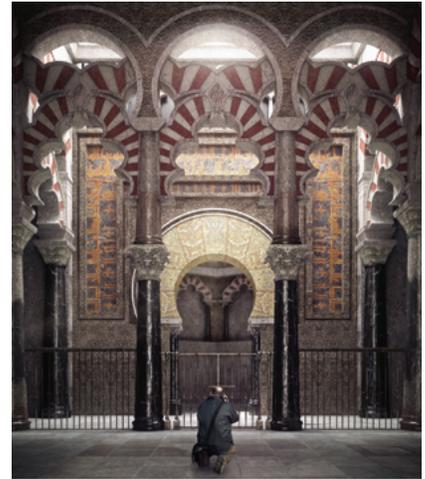
Image courtesy of Luis Tejeda.
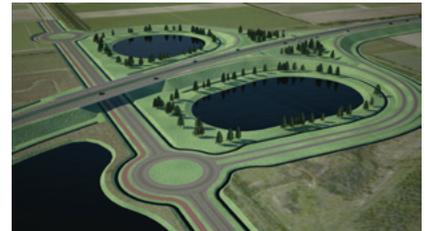
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