

# Top reasons to Buy Autodesk 3ds Max Design in the Architectural Industry

Buy Autodesk® 3ds Max® Design 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.co.uk/3dsmaxdesign](http://www.autodesk.co.uk/3dsmaxdesign).

To locate the reseller nearest you, visit [www.autodesk.co.uk/reseller](http://www.autodesk.co.uk/reseller).

## 1 Simplified Interoperability

Autodesk® 3ds Max® Design software enables Smart Data workflows that help simplify importing data from other Autodesk applications: AutoCAD®, AutoCAD® Civil 3D®, Autodesk® Revit® Architecture, and Autodesk® Inventor® software. File linking supports both DWG™ and FBX® file formats, which means that 3ds Max Design can more intelligently deal with upstream changes and minimize rework. Autodesk® FBX® software supports import of geometry, lights, materials, and cameras from your Revit Architecture or AutoCAD scenes, making it easier to enhance your visual BIM data. With the Autodesk® Civil Visualization Extension, available only to 3ds Max Design Subscription customers\*, civil engineers can more easily create accurate visualizations with AutoCAD Civil 3D engineering software – even if they have limited 3D experience. For Digital Prototyping workflows, native data from Inventor or from SAT files can now be imported as surfaces or solids into 3ds Max Design – helping optimize your visualization workflows.



Image courtesy of Arcmedia Ltd.

## 2 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, planar, and pelt mapping, and enable direct manipulation of texture mapping coordinates.



Image courtesy of Lukasz Szeflinski.

## 3 Flexible Rendering

Use multiple renderers, tightly integrated through a consistent rendering interface, to help create a wider range of highly realistic or stylized looks. 3ds Max Design offers faster scanline rendering for efficient, production-quality software renders and also integrates the mental ray® renderer—a high-performance rendering engine for generating photorealistic images—with unlimited free network rendering. Moreover, the innovative new Quicksilver hardware-accelerated renderer enables you to create higher-fidelity pre-visualizations, animatics and marketing materials at incredible speeds.



## 4 Telling the Story

When it comes time to tell the story behind your design, 3ds Max Design provides an extensive range of features used by visual effects, broadcast, and games companies to deliver compelling experiences. Effects such as characters walking through the scene and smoke, water, fire or cloth waving in the wind are all part of the basic package and can bring your designs to life or engage the viewer in an emotional experience.

## 5 Out-of-the-Box Productivity

Autodesk 3ds Max Design software 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.

## 6 Immediate Feedback

3ds Max Design uses state-of-the-art 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/nrc-exposure](http://www.autodesk.com/nrc-exposure)) 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/nrc-radiance](http://www.autodesk.com/nrc-radiance)). 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 Media & Entertainment 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 new world of specialized functionality is available to help meet your specific production needs.

## 10 Industry Standard

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 Knut Ramstad.



Image courtesy of Chen Qingfeng.



Image courtesy of Sanders Shiers.

*\* Available only to customers with current 3ds Max Design and AutoCAD Civil 3D Autodesk® Subscription.*

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