

Autodesk Showcase Helps Bentley Motors Limited Create and Review Digital Prototypes

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Car Manufacturer Predicts Faster Development of Design Options for More Informed Decision Making.

Bentley Motors

Limited is the latest prestige car manufacturer to choose Autodesk (NASDAQ: ADSK) software. The world-renowned firm, famous for its engineering and craftsmanship, has licensed Autodesk Showcase Professional software and predicts that it will almost halve the time required to create digital prototypes.

Jeff King, Digital Data manager at Bentley, said that he was looking for a software application that would enable concept designers to create images of the highest quality for faster and more informed decision making. "Being able to create accurate, realistic rendered images in this way gives us the opportunity to review designs and test the market at an earlier stage without physical prototypes," he said. "We are constantly looking at ways to make this process more efficient, and we believe that Showcase will help us streamline workflow while still offering the best visual experience possible."

"Increasingly, car manufacturers are recognizing the benefits of being able to offer design options that accurately reflect lifelike materials, lighting and environments at the concept stage," said Manish Amlani of Autodesk reseller Majenta Solutions UK, who secured the deal with Bentley. "Showcase enables users to do this and then review concepts in real time, so customers can make key decisions efficiently and economically."

Autodesk Showcase visualization software, part of the Autodesk Solution for Digital Prototyping, creates accurate, realistic imagery from 3D CAD data to enable interactive, real-time design reviews in the highest visual quality.