Unlocking the Creativity in Everyone
Personalization of Design
Your factory next door
Creative Ecosystem

- Digital & Physical Goods & Services
- Marketplace
- Creative Product Families
- Creative Community
Product Families
(Mobile, Web, Download)

- SketchBook is for everyone who loves to draw
- 123D turns your imagination into reality
- Pixlr is photo editing for the rest of us
- Homestyler is for everyone who loves to decorate
- Tinkerbox opens a world of fun onto physics and engineering
- FX family, Hollywood special effects, just for fun
SketchBook – A Creative Product Line

**SketchBook Mobile**
- Everyone can draw on their mobile phone
- Capture ideas (napkin sketch) or produce artwork on-the-go anywhere, anytime

**SketchBook Pro for iPad**
- Everyone can draw on their iPad
- Turn your iPad into a completely outfitted creative studio to explore ideas & produce artwork

**SketchBook Pro for Mac & Windows**
- Everyone can drawing & creative image exploration
- If you love to draw or producing imagery, SketchBook desktop is intuitive, fun, and let’s anyone ‘sketch’.

**SketchBook Designer**
- Everyone can Illustration & explore Graphic Design
- Combining the freedom of SketchBook drawing with the power of vector layers. Anyone can explore visual concepts, create graphic designs, and produce illustration artwork

**Pixlr**
- Everyone’s Image Editor
- All the stuff people really need from ‘Photoshop’
Image Quality is not the Differentiator

Amazing image quality is a standard across mobile to desktop.

The differentiators:
- Form Factor
- Device Capacity
- Targeted Workflows
- Data pipelines
Pixlr: Accessible image editing for everyone

Pixlr Editor
Pixlr Express
Grabber
Imm.io

Pixlr-o-matic
Turn your photos into retro snaps in three simple steps with pixlr-o-matic!
Tinkerbox Level 4 “the machine”
Closing in on 1M downloads

Great app! ★★★★★
by 9921111 - Version 1.3 - Jul 22, 2011

Awesome game! I can see the wheels turning in my son's head as he works the puzzles and discovers new things.
123D

Broad portfolio of accessible 3D apps for creative consumers and digital makers from kids to adults to explore, capture and realize ideas.
123D – Goals

– Teach people to understand and enjoy 3D
– Be creative in 3D on all devices
– Content is key to unleash creativity
– Compelling, game-like learning experience
– Reward by empowering physical creation
123D Family of Products

Play  Explore  Learn  Get Creative  Start Making  Get Serious

123D Sculpt  123D

Autodesk
What is 123D?
123D

- 61,960 total downloads
- 24,538 quarterly unique users
- 1:03:16 average time in app

- ~ Monthly releases based on customer feedback
  - User delight/Usability
  - New workflows and features
  - Maker workflows
  - Cloud and content

All images shared on 123D Facebook page
Get Content

Here you'll find three types of content: Autodesk 123D models to get started with your own design, precise parts you can use to complete your design, and mesh models for props or scenes to showcase your idea.

Search for 123D Models, Parts, Props, and Images

#### 123D Models to help you get started
These native Autodesk 123D files are fully editable and printable from 123D. Use them as sketchup dough for a design, change them to your specifications, and make them your own.

Search all 123D files

#### Supporting parts for completing your design
Both nuts, screws, bolts, fasteners, connectors, rails, wings, and all kinds of structural shapes. Whatever your project, these free 3D solid models give you solid precise parts to complete your project with the necessary elements and details.

Search all supporting parts

#### Scenes and props for visualization or pitching your idea
People, animals, vehicles, and scenery. Check out these fun and free mesh models that can be used as props for either content and visualization of your ideas.

Search all scenes and props

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<th>Date Published</th>
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Make it
Example: Slicing
Connecting digital to physical
Universal Fab Driver

- 3D Printing
- 3D Machining
- 2D Laser cut
- 3D Assembly

3D Printing
- Consumer Printer
- Pro Printer

3D Machining
- Consumer 3-5A CNC
- Pro NC

2D Laser cut
- Consumer Laser
- Pro cutting

3D Assembly
- Consumer Assemble
- Pro Printer

3 sizes < $1K
3 sizes < $10K
3 sizes < $1K
Consumer Ecosystem

Digital & Physical Goods & Services
Marketplace

Creative Product Families

Creative Community

Hub
Marketplace

Discover, access and download products, incl. add-ons and support forum

Buy/sell Autodesk, 3rd party and user-generated content, both free and paid (inputs)

“Make it Real” with digital and physical services (outputs)

Designer showcases and community galleries

Personal portfolio and account settings (preferences, entitlements, etc.)
Consumer Ecosystem

Digital & Physical Goods & Services
Marketplace

Creative Product Families

Creative Community
Instructables is one of the most popular communities on the Internet. It is a Learning Lifestyle community that provides educational, inspirational, and entertaining content.

- Enables passionate, creative people to share their most innovative projects, recipes and ideas with highly engaged audience
- Expert driven content: 20k published authors
Diversity Across Categories and Channels

**Play**
PSP • Music • Puzzles • Wii
Magic Tricks • Rockets • Xbox
Instruments • Pranks & Humor
Card Games • K’NEX • Lego

**Living**
Craft • Sewing • Holiday
Decorating • Fashion • Art
Kids • Jewelry • Gardening
Green • Kitchen • Pets

**Outdoors**
Skateboarding
Bicycles • Boats • Kites
Knots • Snow • Survival
Water • Camping

**Workshop**
Cars • Energy • Furniture
Woodworking • Solar • Repair
Motorcycles • Compost • Tools
Home Renovation • Lighting

**Technology**
Arduino • CNC • Electronics
Lasers • LEDs • Science • USB
Software • Audio • Computers
Reuse • Robots • Cell Phones

**Food**
Pasta • Salad • BBQ
Bread • Cocktails • Canning
Beverages • Soups • Dessert
Pizza • Snacks • Vegetarian
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