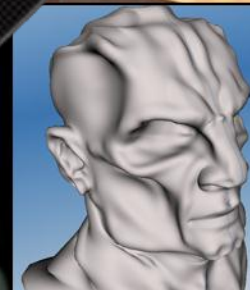
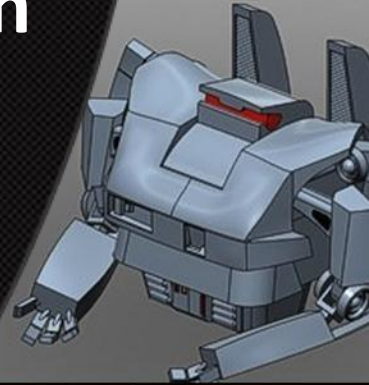


# Digital Design Meets Personal Fabrication

Chris Romes  
Autodesk Consumer Group  
Fab 7  
August 18, 2011



# Autodesk®

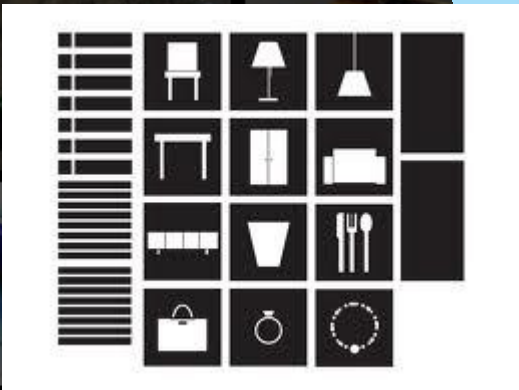
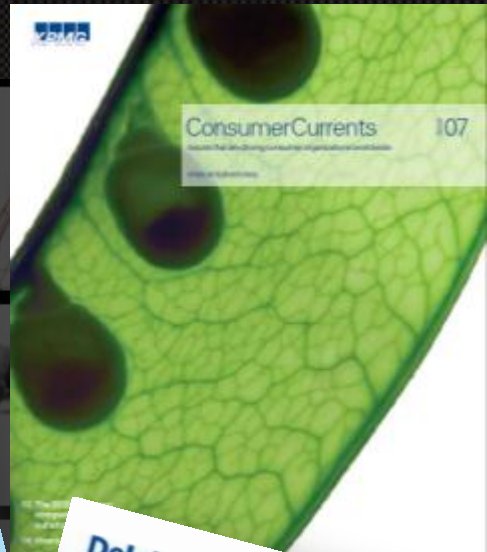
<http://www.youtube.com/watch?v=YA6ctarIZcY&feature=relmfu>





Unlocking the Creativity in Everyone

# Personalization of Design



LG Presents

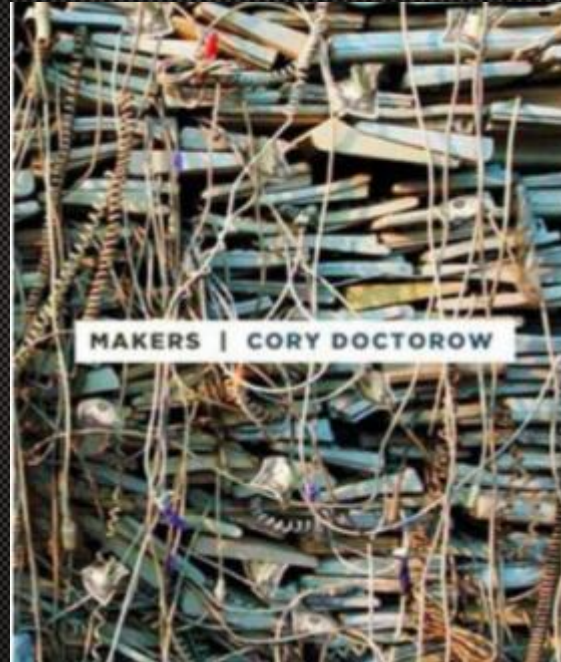
crowdSPRING

Design the FUTURE competition  
Sponsored by Autodesk

Autodesk

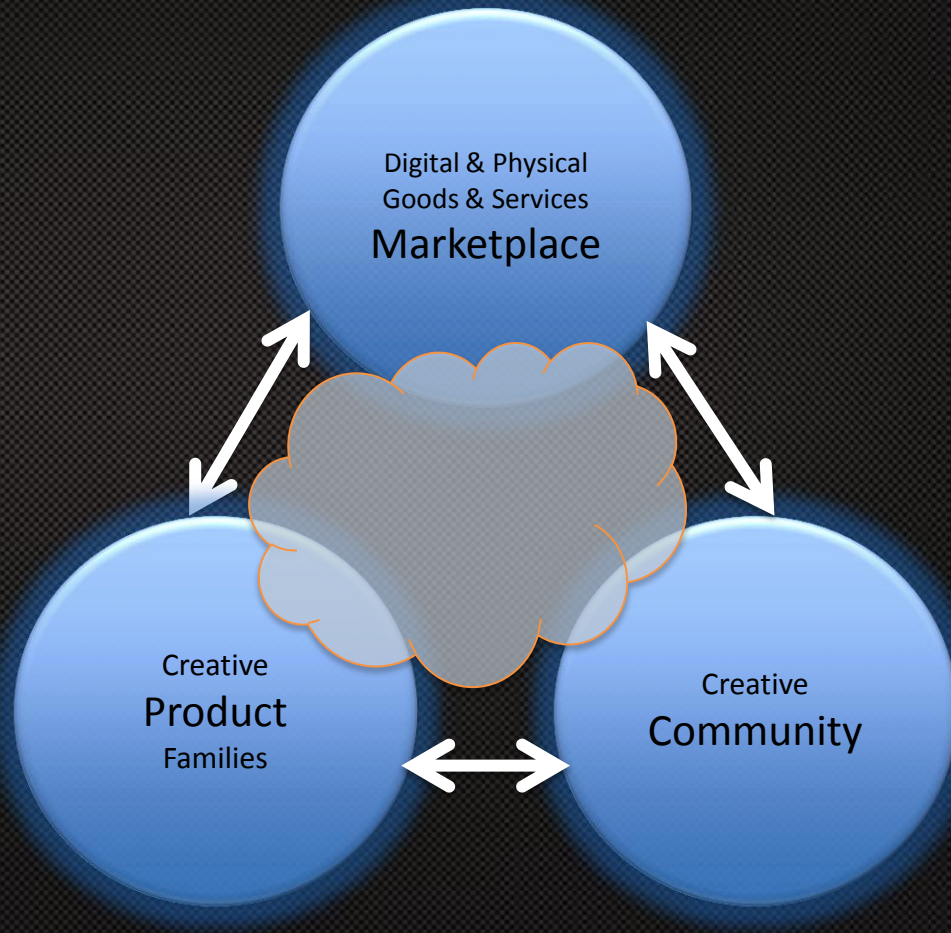


# Your factory next door



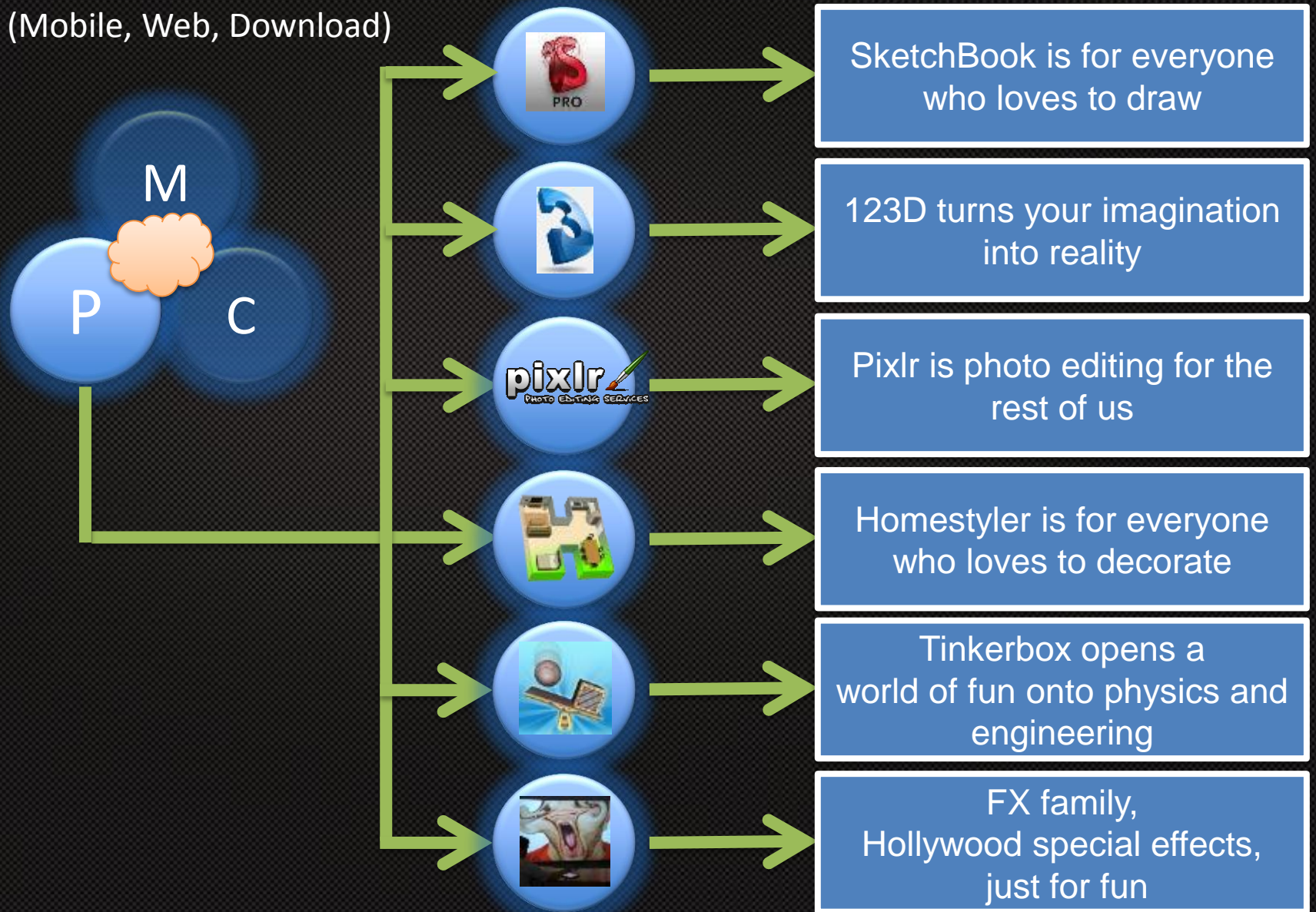


# Creative Ecosystem



# Product Families

(Mobile, Web, Download)





# 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

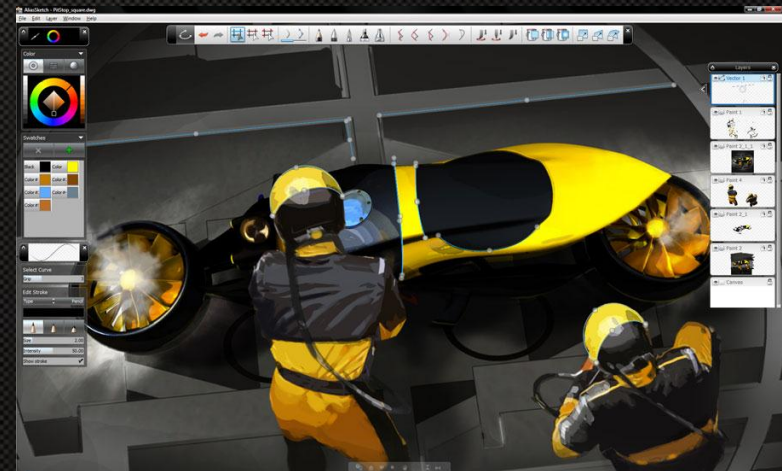
- Everyone can drawing & creative image exploration
- If you love to draw or producing imagery, SketchBook desktop is intuitive, fun, and let's anyone 'sketch'.

## 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

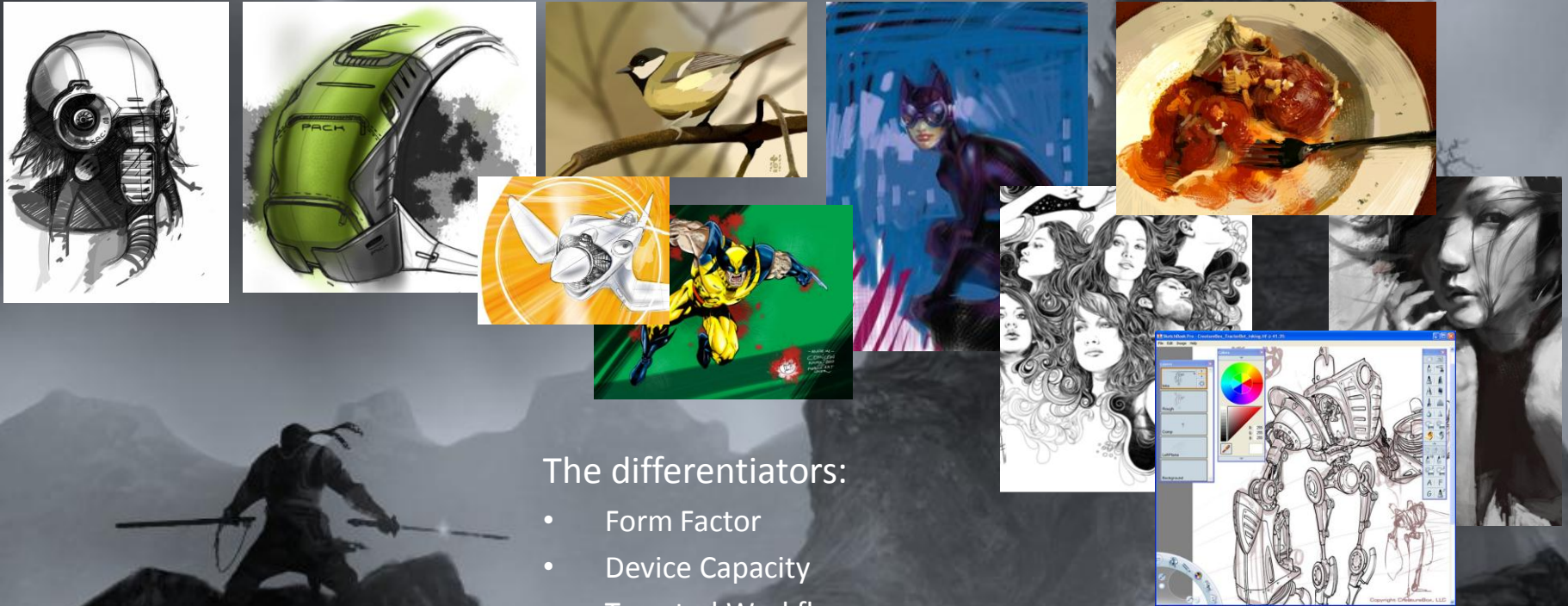
- Everyone's Image Editor
- All the stuff people really need from 'Photoshop'





# 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





<http://www.youtube.com/watch?v=WoHD3ReXpI4&feature=related>



# Pixlr: Accessible image editing for everyone



Pixlr Editor



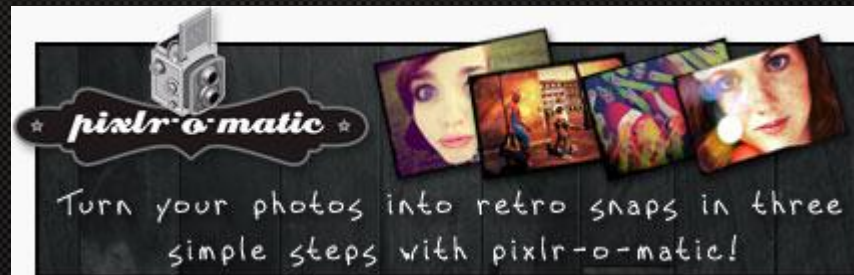
Pixlr Express



Grabber



Imm.io





Autodesk® Homestyler™ 2014 DESIGNER GALLERY MY DESIGN

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# House Beautiful Kitchen of the Year WITH TYLER FLORENCE



WITH **Tastes of Summer**  
ROCKEFELLER CENTER® | JULY 18-22

PRESENTED BY TISHMAN SPEYER



DESIGN YOUR OWN KITCHEN OF THE YEAR AT  
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## Tinkerbox Level 4 “the machine” Closing in on 1M downloads

Great app! ★★★★★  
by B821111 - Version 1.3 - Jul 22, 2011

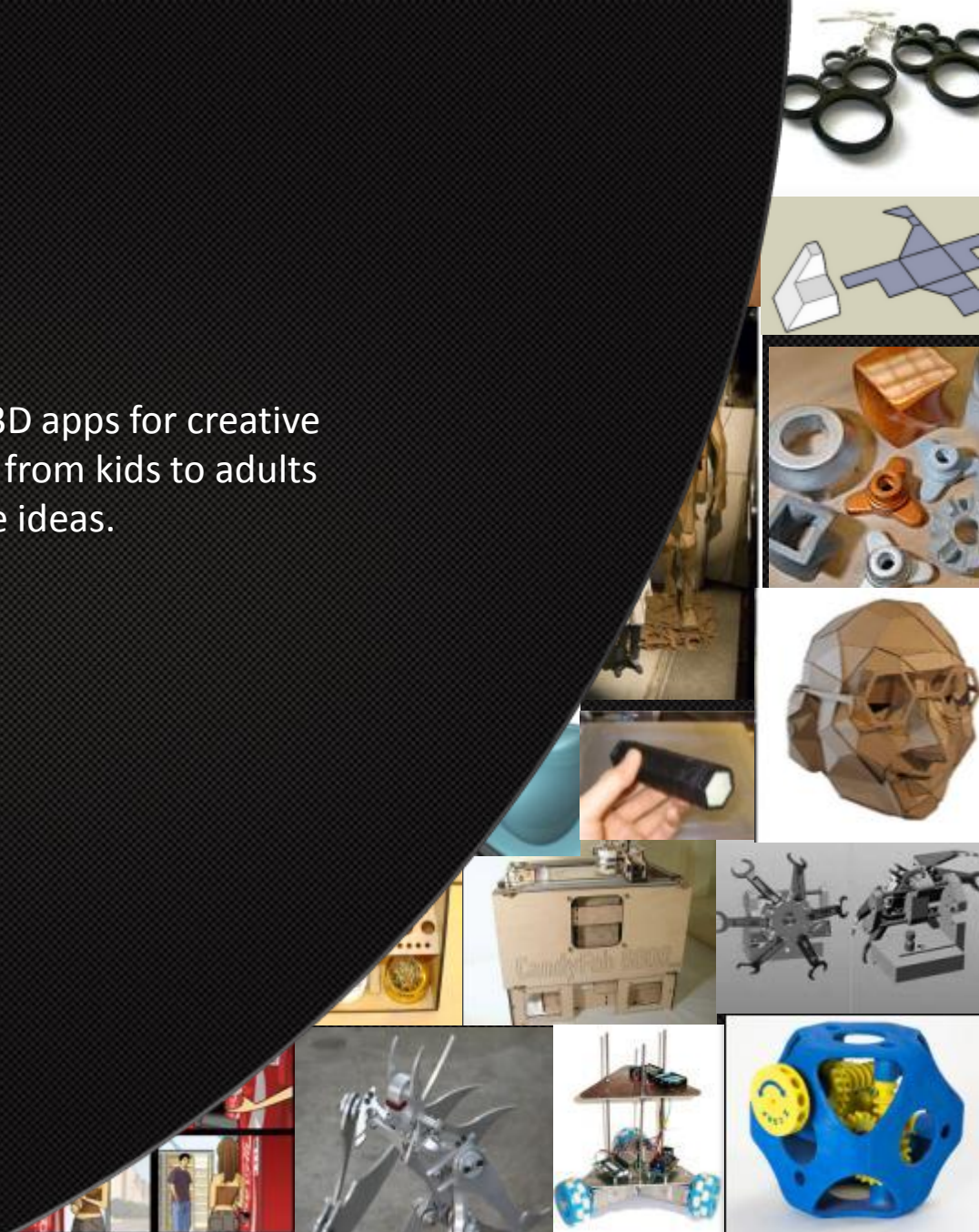
Awesome game! I can see the wheels turning in my sons head as he works the puzzles and discovers new things.





# 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



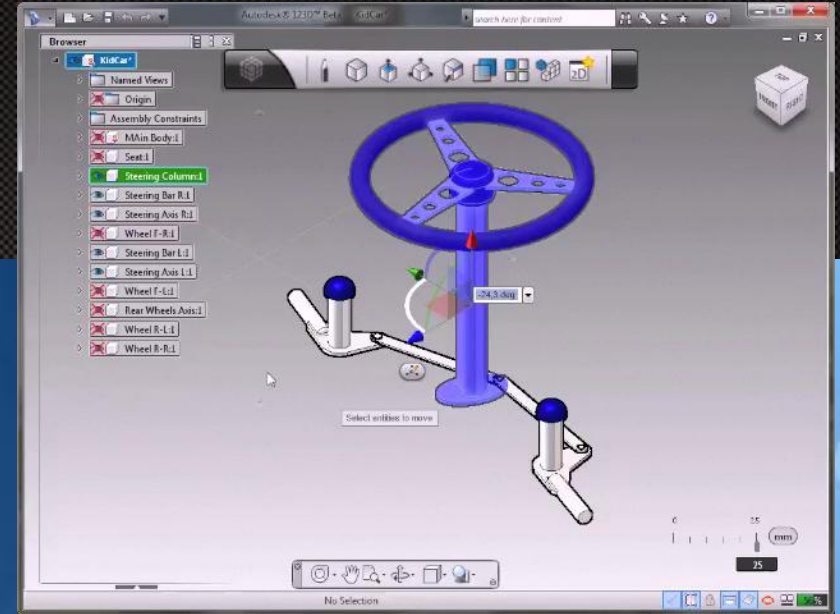
123D Sculpt



123D



# What is 123D ?



# Autodesk® 123D™ Beta

Autodesk 123D Search here for content Get Content Make It Support About 123D

## Create it. Make it.

Your home for making things

About 123D

**Free 3D Modeling App**  
Create malleable models. Autodesk 123D software is powerful, precise, and free.

**Free Content**  
Thousands of free 3D models and parts are available. Get them now!

**Make It**  
Inspire ideas and gather services for getting from digital to physical. So you can make your ideas real.

Download Get Content Learn More

Get Content Make It Resources Info Other Apps

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## Get Content

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

123D Models to help you get started

Supporting parts for completing your design

Scenes and props for visualization or pitching your idea

Categories: Aircraft, Furniture, Parts, Personal, Vehicles, Electronics, Toys

Autodesk 123D Search here for content Get Content Make It Support About 123D

## Hammerhead

Material Options: Wood, Customized Price: \$49.00

Product Specifications: Product: Hammerhead, Published: Apr 27, 2011, Stock: Yes

Product Rating: Unrated

View Hammerhead 3D Model

Tag: Hammerhead shark fish application movie

Category: Printable - 3D Assembly Kit

Autodesk 123D Search here for content Get Content Make It Support About 123D

## Three new narrated movie tutorials available.

Check out the latest narrated movie tutorials on our youtube channel:

- 123D Tip #9: Using the Mirror Function to Copy Objects
- 123D Tip #10: Design with Dimensions
- 123D Tip #11: Combining Bodies - Booleans

SEARCH 123D NEWS

TABLE OF CONTENTS

What are your plans for Father's Day?

Check out the 123D learning movies

123D Competition #1 Results (part 1) (part 2) (part 3) (part 4) (part 5) (part 6) (part 7) (part 8) (part 9) (part 10) (part 11) (part 12) (part 13) (part 14) (part 15) (part 16) (part 17) (part 18) (part 19) (part 20) (part 21) (part 22) (part 23) (part 24) (part 25) (part 26) (part 27) (part 28) (part 29) (part 30) (part 31) (part 32) (part 33) (part 34) (part 35) (part 36) (part 37) (part 38) (part 39) (part 40) (part 41) (part 42) (part 43) (part 44) (part 45) (part 46) (part 47) (part 48) (part 49) (part 50) (part 51) (part 52) (part 53) (part 54) (part 55) (part 56) (part 57) (part 58) (part 59) (part 60) (part 61) (part 62) (part 63) (part 64) (part 65) (part 66) (part 67) (part 68) (part 69) (part 70) (part 71) (part 72) (part 73) (part 74) (part 75) (part 76) (part 77) (part 78) (part 79) (part 80) (part 81) (part 82) (part 83) (part 84) (part 85) (part 86) (part 87) (part 88) (part 89) (part 90) (part 91) (part 92) (part 93) (part 94) (part 95) (part 96) (part 97) (part 98) (part 99) (part 100)

Documents

Designing in 123D basics (PDF)

Links:

- 123D web pages
- 123D on Facebook
- 123D on YouTube

Autodesk pages

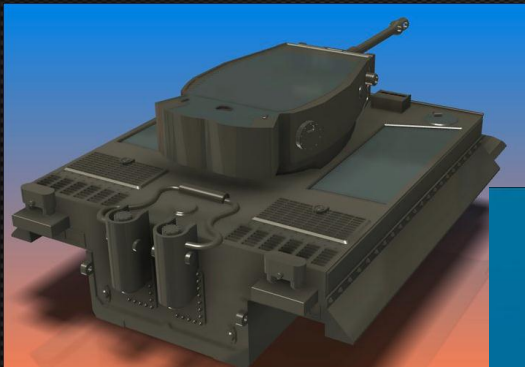
Content

Fabrication

Learning / News

# 123D

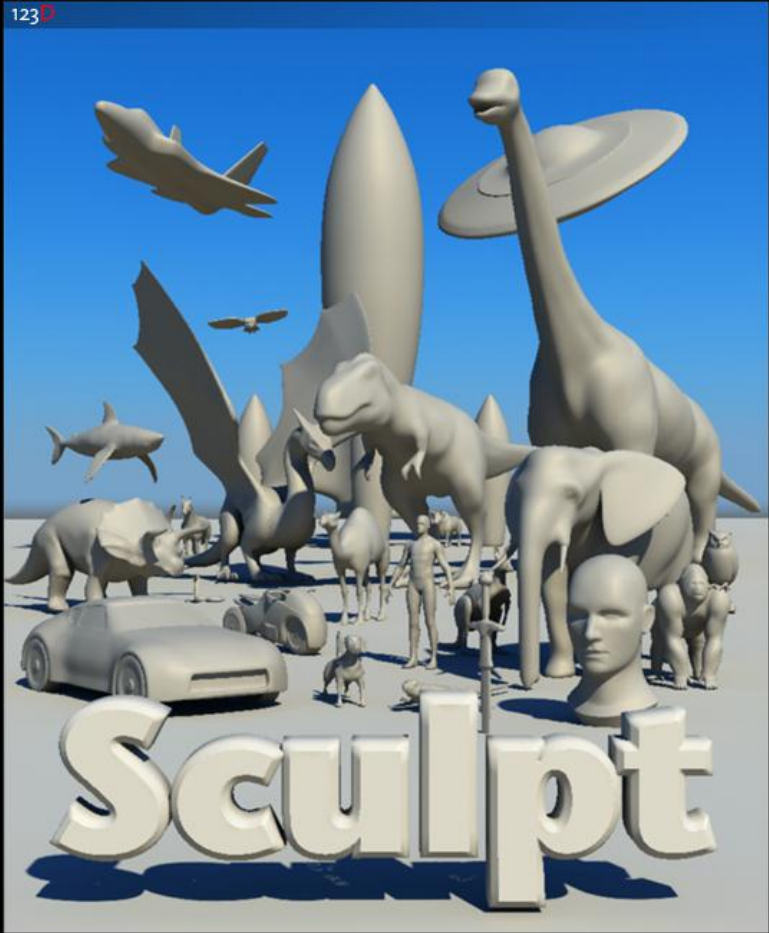
- 61,960 total downloads
- 24,538 quarterly unique users
- 1:03:16 average time in app
- ~ Monthly releases based on customer feedback
  - User delight/Usability
  - New workflows and features
  - Maker workflows
  - Cloud and content



All images shared on 123D Facebook page



123



Autodesk

# Get Content

Autodesk 123D Search here for content Get Content Make It Support About 123D

## Get Content

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

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

Search

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

Categories:

- Funfairings
- Architecture
- Electronics
- Vehicles
- Sports & Hobbies

**Supporting parts for completing your design**  
Ribs, ribs, screens, fasteners, connectors, combs, strings, and all kinds structural shapes. Whatever your project, these free 3D solid modeling give you solid precise parts to complete your project with the necessary elements and details.  
Search all supporting parts >

Categories:

- Fasteners
- Structural Shapes
- Tube & Pipe
- Drift Parts
- Cable & Harness

**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 other content and visualization of your ideas.  
Search all scenes and props >

Categories:

- Animals
- Vehicles
- Plants
- Furniture
- Architecture
- Electronics
- Spacecraft

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6 Results Recently Viewed

Search Filters: Clear X

Product Types: Scenes & Props X, Spacecraft X

Subcategory: Space Transport (4), Space Fighter (3), Cruiser (2)

Rating: 5 stars & up (3), 4 stars & up (3), New and Unrated (5)

Date Published: New This Week (2), New This Month (5), Set custom date range

Thumbnail	Title	Author	Size	Published	Price
	Battle Cruiser	by Autodesk	1.58 MB	04 / 2011	Free
	Futuristic Lander	by Autodesk	1.75 MB	04 / 2011	Free
	Flying Saucer	by Autodesk	765.56 KB	04 / 2011	Free
	Rocket Ship	by Autodesk	1.53 MB	04 / 2011	Free

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Rocket Ship by Autodesk Free Download

Product File Downloads: 1,198

Scenes & Props Specifications:

- Product ID: 10980
- Price: \$0.00
- Created: 04/11/11
- Updated: 02/22/11
- Version: 1.00

Product Rating: 5 stars

View & Review This Product

Page: 1000 views

Category 1: Scenes & Props -> Spacecraft -> Cruiser  
Category 2: Scenes & Props -> Spacecraft -> Space Transport



# Make it

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7 Results Recently Viewed

Thumbnail Size: **Medium** | Sort by: **Best Match** | Items per page: **50** | [Previous](#) | **1** of 1 | [Next](#)

**Search Filters** [Clear](#)

**Product Types**

- Printable
- 2D-Assembly-Kit

**Rating**




- ★★★★☆ & up (0)
- ★★★★☆ & up (0)

[New and Updated \(7\)](#)

**Date Published**

- New This Week (0)
- New This Month (7)

[Set custom date range](#)

	<b>Turquoise Dolphin</b> by Autodesk Stereolithography (.stl) Size: 178.53 KB Published: 04 / 2011	<b>\$89.86</b> ☆☆☆☆☆
	<b>Hammerhead</b> by Autodesk Stereolithography (.stl) Size: 212.87 KB Published: 04 / 2011	<b>\$49.60</b> ☆☆☆☆☆
	<b>Airforce One</b> by Autodesk Stereolithography (.stl) Size: 205.48 KB Published: 04 / 2011	<b>\$45.13</b> ☆☆☆☆☆

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**Hammerhead** by Autodesk **\$49.60** [Add to Cart](#)

**Material Options**

Sliced: **Cardboard, Brown** \$49.60


**Printable Specifications**

Product ID: 502943  
Published: Apr 27, 2011  
Sliced: Yes

**Product Rating**

Unrated ☆☆☆☆☆

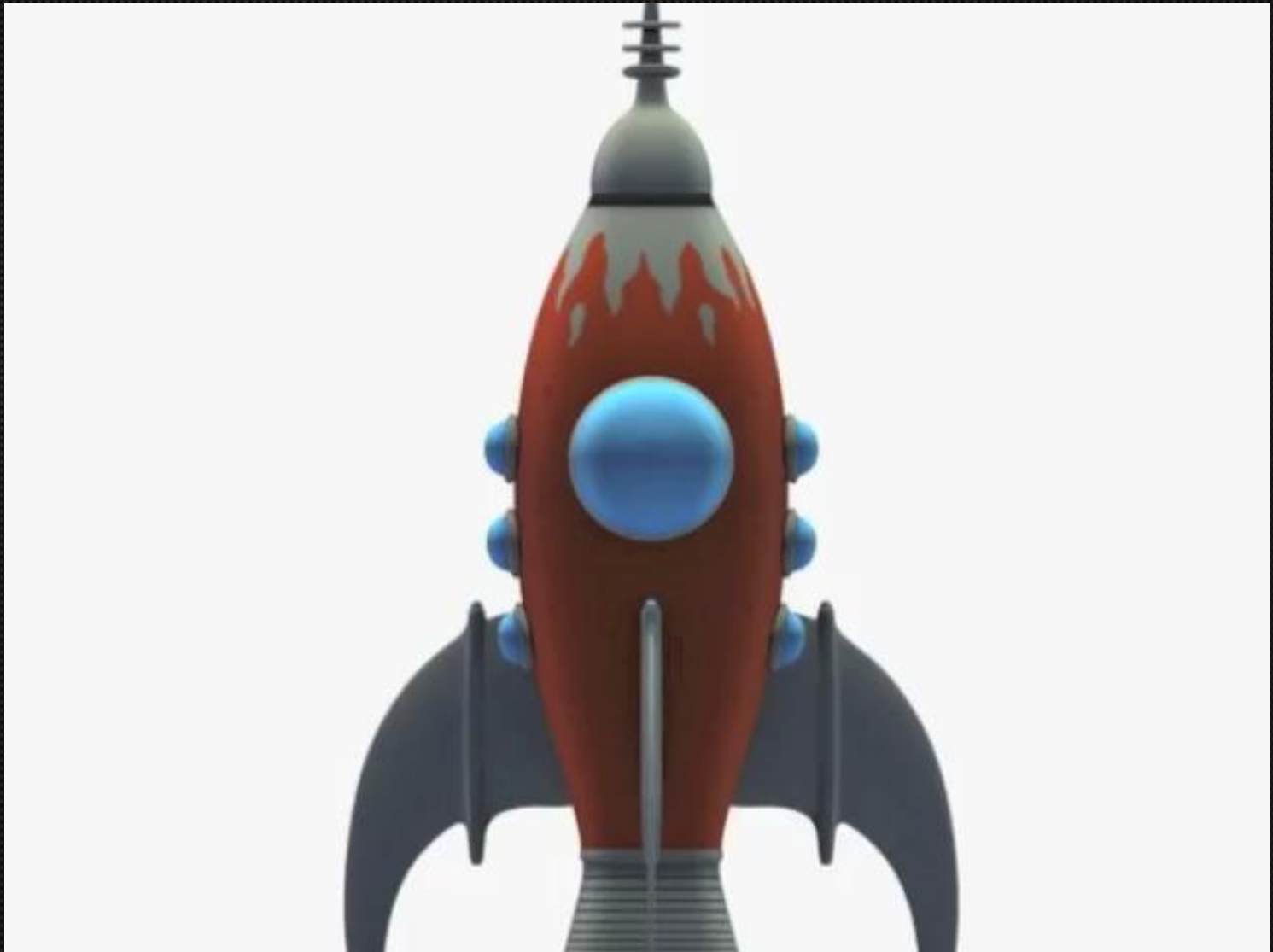
[Rate & Review this Product](#)



**Tags:** Hammerhead shark fish sphyriidae marine

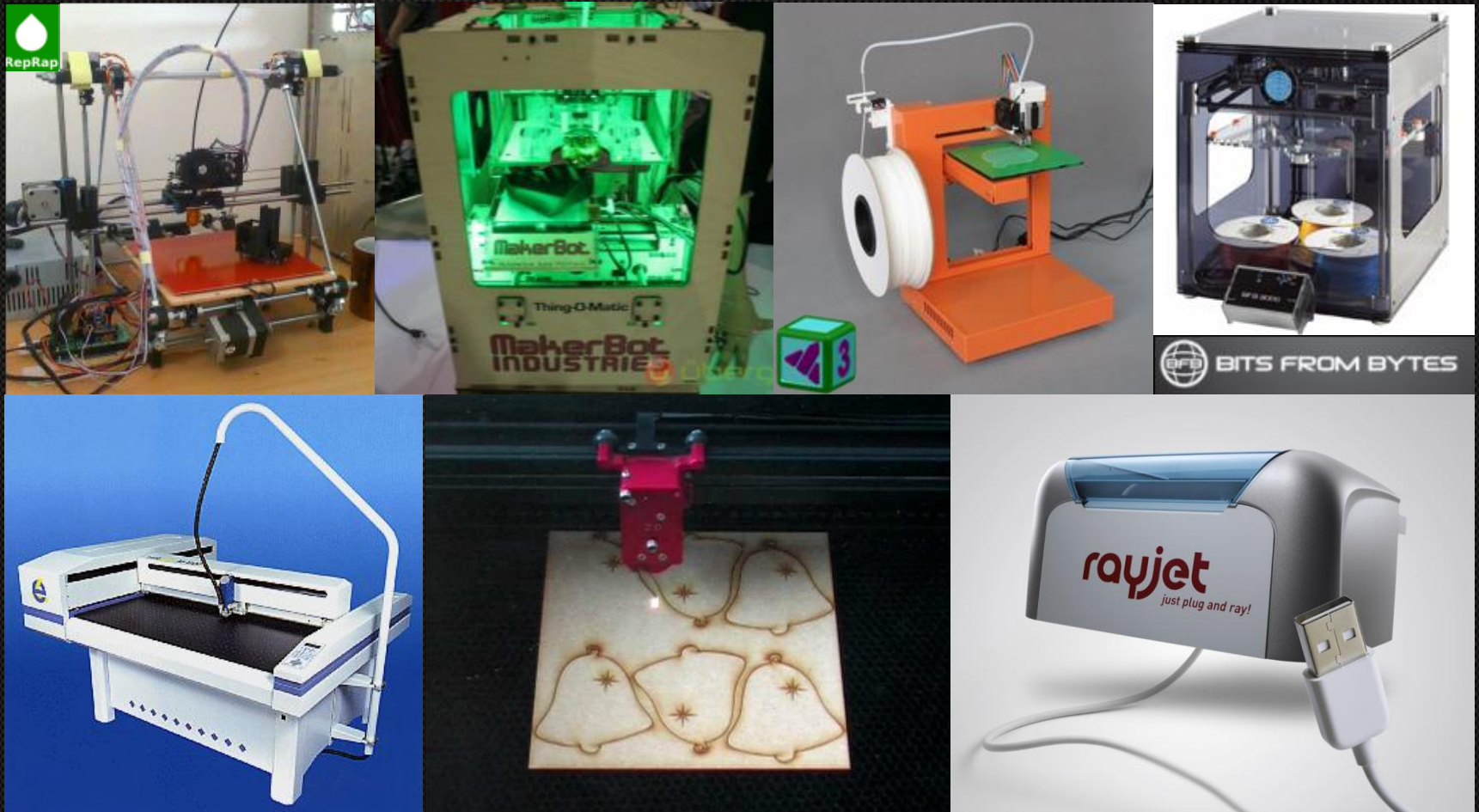
**Category:** Printable -- 2D Assembly Kit

# Example: Slicing

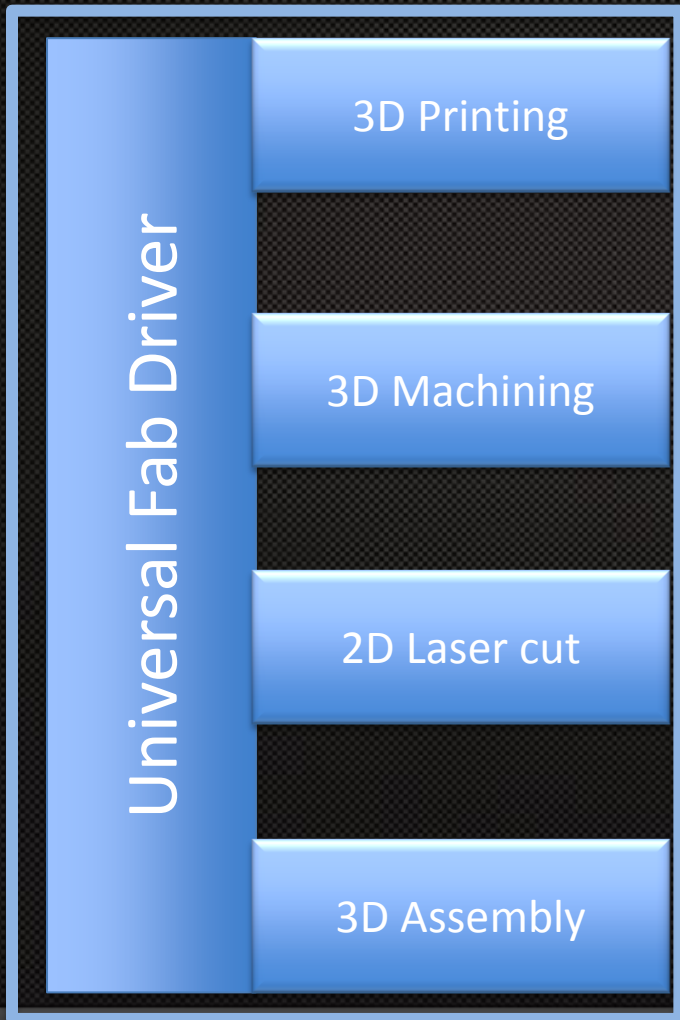




# Connecting digital to physical



# Universal Fab Driver



Consumer Printer  
Pro Printer



Consumer 3-5A CNC  
Pro NC



Consumer Laser  
Pro cutting

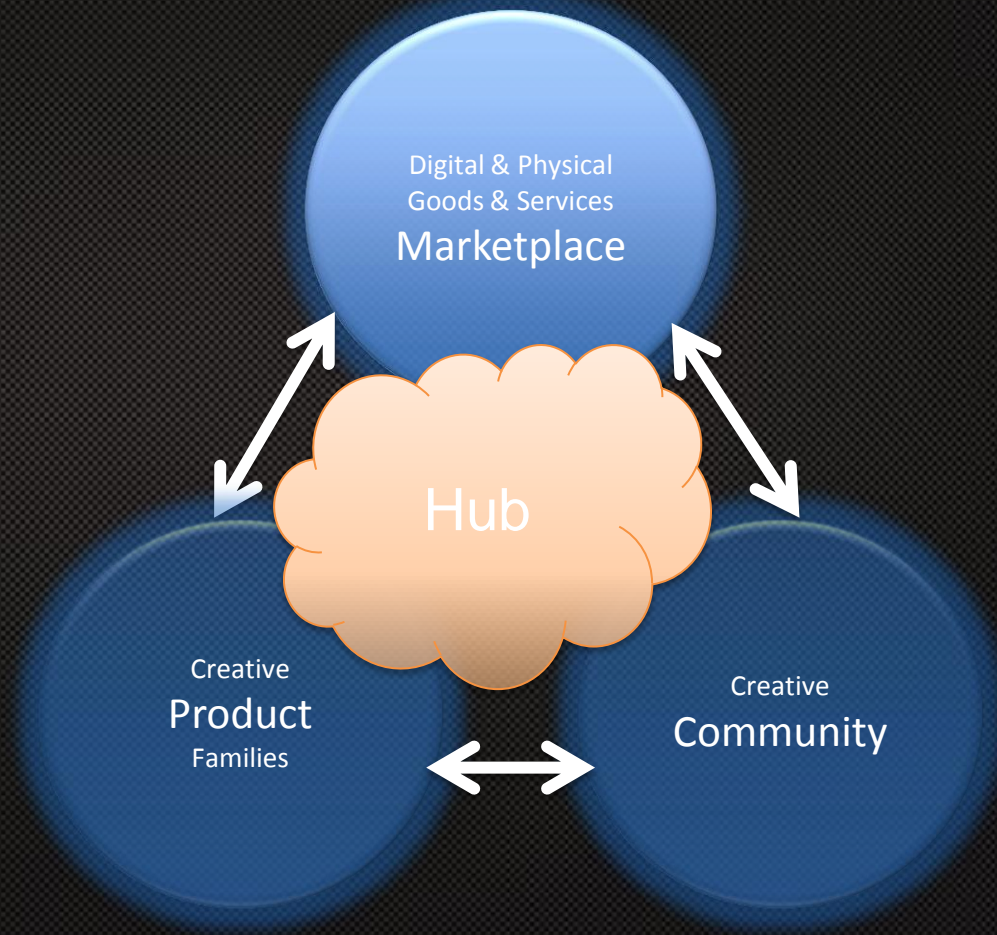


Consumer Assemble  
Pro Printer

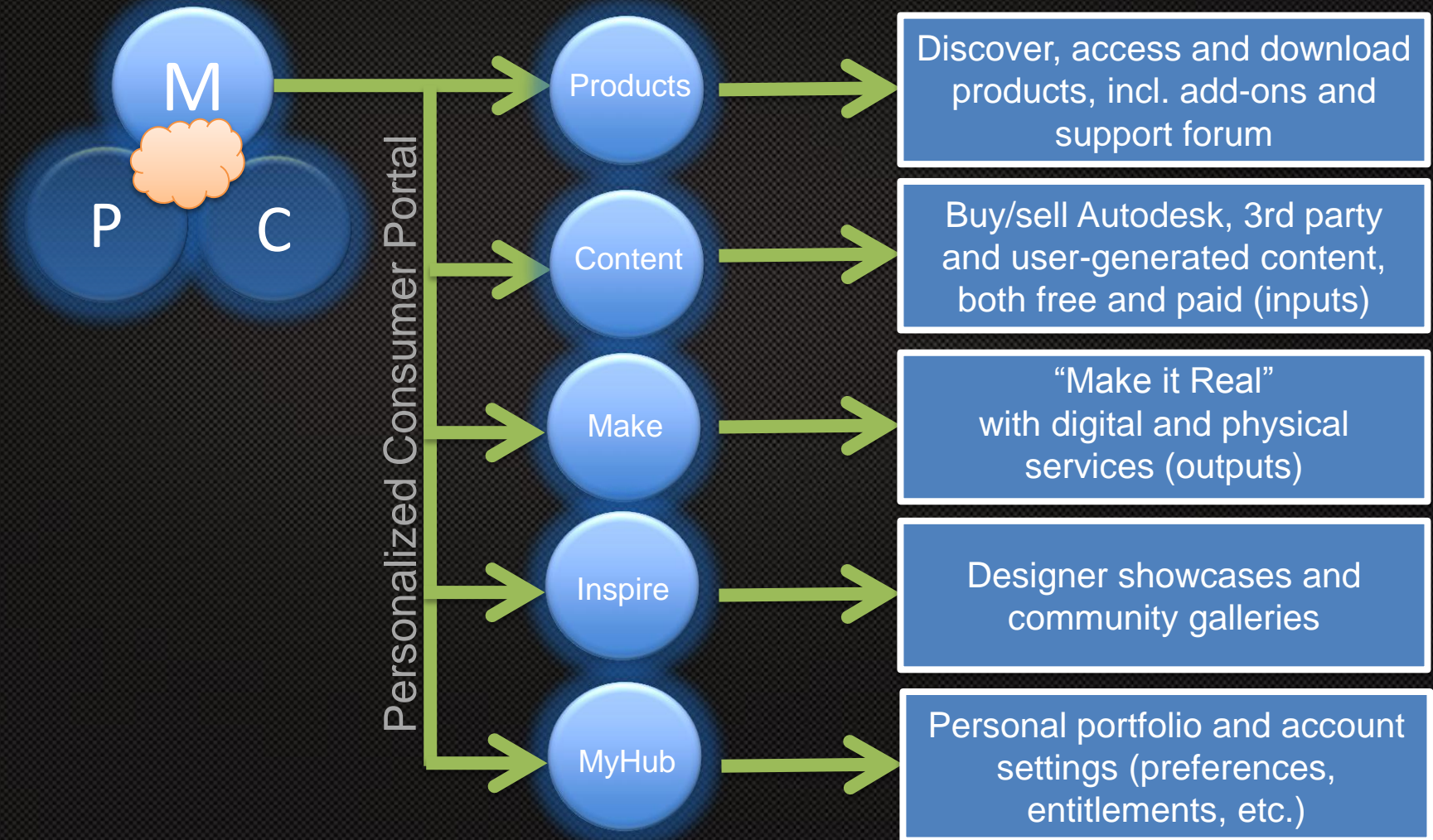




# Consumer Ecosystem

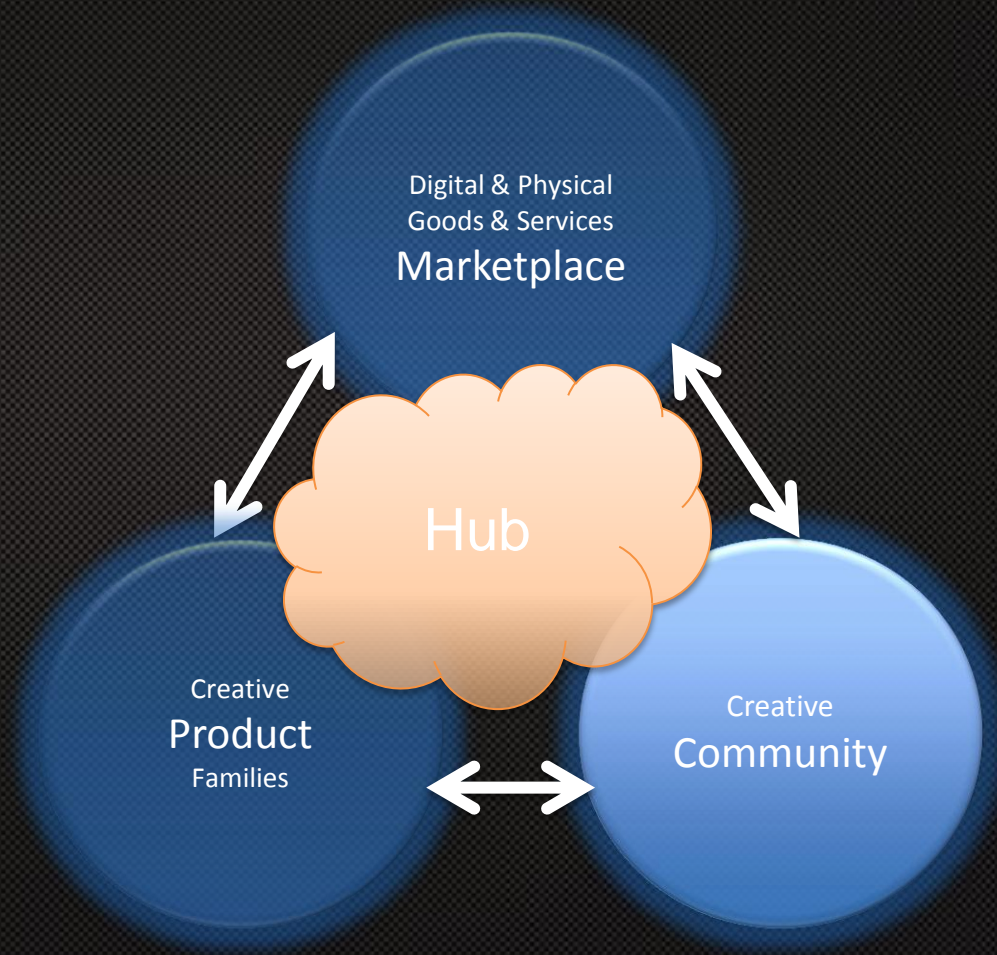


# Marketplace





# Consumer Ecosystem




# Instructables

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

## photos



Share one or more photos of a project, recipe, or whatever you've made, quickly and easily.


**You can also:**

-  Embed Videos
-  Add Links
- Attach Files

[Get Started](#)



[Learn more & Get Tips](#)

## step by step



Share your step-by-step photos with text instructions of what you made so others can do it too!


**You can also:**

-  Embed Videos
-  Add Links
- Attach Files

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## video



Share your how-to video. You'll need your embed code from a video site such as YouTube.

**You can also:**

-  Add Links

[Get Started](#)

[Learn more & Get Tips](#)



# 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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