

**Client:**  
Autodesk

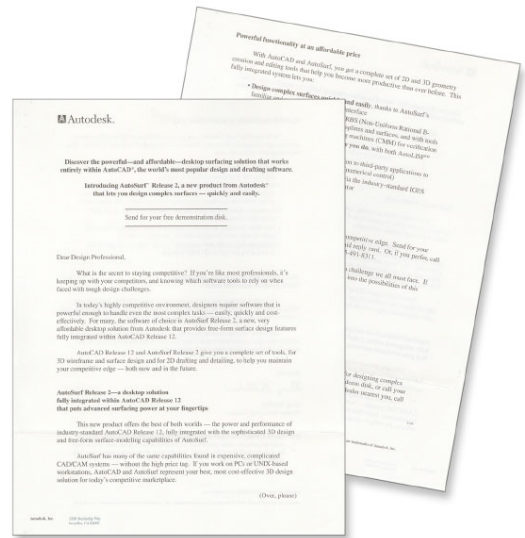
**Media:**  
Sales letter

**Objective:**  
*Generate leads for new surface design software*

Autodesk is the world's leader in design automation software for architects and engineers.

To introduce its new AutoSurf surface modeling and design software, a letter was sent to engineers offering a demonstration disk.

This letter generated more than 8 percent response and produced thousands of leads for the new software.



COPY

Discover the powerful-and affordable-desktop surfacing solution that works entirely within AutoCAD, the world's most popular design and drafting software.

Introducing AutoSurf Release 2,  
a new product from Autodesk that  
lets you design complex surfaces - quickly and easily.

**Send for your free demonstration disk.**

Dear Design Professional,

What is the secret to staying competitive? Much of it is knowing which software tools to rely on when faced with tough design challenges.

In today's highly competitive environment, designers require software that is powerful enough to handle even the most complex tasks - easily, quickly and cost-effectively. For many, the software of choice is AutoSurf Release 2, a new, very affordable desktop solution from Autodesk that provides free-form surface design features fully integrated within AutoCAD Release 12.

AutoCAD Release 12 and AutoSurf Release 2 give you a complete set of tools, for 3D wireframe and surface design and for 2D drafting and detailing, to help you maintain your competitive edge - both now and in the future.

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**AutoSurf Release 2-a desktop solution  
fully integrated within AutoCAD Release 12  
that puts advanced surfacing power at your fingertips**

This new product offers the best of both worlds - the power and performance of industry-standard AutoCAD Release 12, fully integrated with the sophisticated 3D design and free-form surface-modeling capabilities of AutoSurf.

AutoSurf has many of the same capabilities found in expensive, complicated CAD/CAM systems - without the high price tag. If you work on PCs or UNIX-based workstations, AutoCAD and AutoSurf represent your best, most cost-effective 3D design solution for today's competitive marketplace.

**Powerful functionality at an affordable price**

With AutoCAD and AutoSurf, you get a complete set of 2D and 3D geometry creation and editing tools that help you become more productive than ever before. This fully integrated system lets you:

- Design complex surfaces quickly and easily, thanks to AutoSurf's familiar and easy-to-use AutoCAD interface
- Maintain accuracy with precise NURBS (Non-Uniform Rational B-Spline) technology used to represent splines and surfaces, and with tools to interface with coordinate measuring machines (CMM) for verification
- Customize AutoSurf to work the way you do, with both AutoLISP and a full C-language API
- Use other Autodesk products in addition to third-party applications to perform tasks such as analysis and NC (numerical control)
- Exchange data easily and accurately, via the industry-standard IGES format using the AutoCAD IGES Translator

**Take a closer look at the future.  
Send for your FREE AutoSurf demo disk today.**

Let us show you how you can maintain your competitive edge. Send for your FREE demo disk by returning the enclosed postage-paid reply card. Or, if you prefer, call 1-800-000-0000, ext. 00 - or fax the reply card to 000-000-0000.

Remember, staying ahead of the competition is a challenge we all must face. If keeping this edge is

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important to you, I urge you to look into the possibilities of this powerful set of mechanical design tools right away.

Sincerely,

Greg Milliken  
Product Marketing Manager

P.S. Discover today's most powerful, cost-effective solution for designing complex sculpted surfaces. Order your FREE AutoSurf Release 2 demo disk, or call your local Authorized AutoCAD Dealer. For the name of the dealer nearest you, call 1-000-000-0000, ext. 00.