

► **PORTFOLIO**  
**Richard Bloch**

**Client:**  
Autodesk

**Media:**  
Direct mail

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

Autodesk produces the most widely used CAD software in the world – AutoCAD. To diversify its business, Autodesk took on a new market – mechanical design and manufacturing. The new tools, Design Expert and Manufacturing Expert, help engineers design parts and send commands to lathes and tools that make parts for complex systems such as cars and planes.

Most manufacturers such as automotive companies were beginning to require that sub-contractors automate design, or risk losing their contracts. That's why this piece focuses on the "competitive edge in manufacturing" and how a company can maintain it.

This direct mail package received a 35 percent response rate to the offer of a free video and swamped the sales staff with new leads.

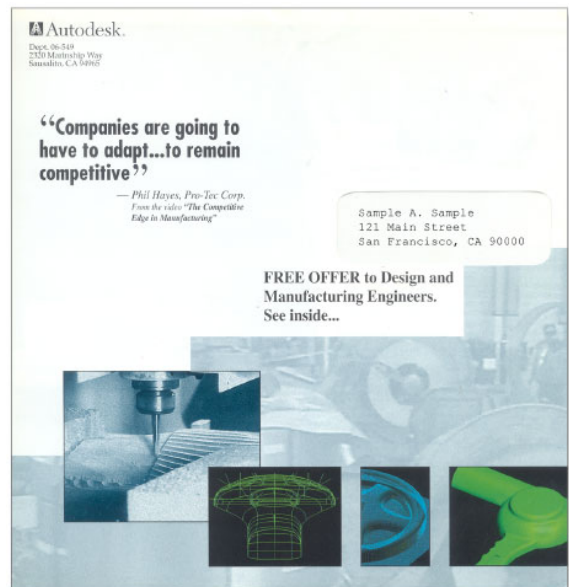


# COPY

(Envelope)

“Companies are going to have to adapt to remain competitive.”  
-Phil Hayes, from the video  
“The Competitive Edge in Manufacturing”

**FREE OFFER**  
to design and manufacturing engineers.  
See inside...



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(Letter)

*“Autodesk products have helped us shorten our lead time and be able to respond more quickly to our customers’ requirements.”*

*- Joe Peters, Ligon Brothers, Manufacturing Engineer*

*Send for your free video today. Return the enclosed reply card, call 1-000-000-0000, ext. 000, or fax the reply card to 000-000-0000.*

Dear Design or Manufacturing Engineer:

You and I both know the nature of mechanical design and manufacturing has changed—probably forever.

A tight economy and foreign competition have put your clients under intense pressures. So of course there’s more pressure on you to be able to design and manufacture parts quickly and accurately.

Change is a great opportunity - *if you take advantage of it*. With the right tools you can make the most of this opportunity. You can take the lead and gain the competitive edge in today’s design and manufacturing market.

### **The Competitive Edge in Design and Manufacturing**

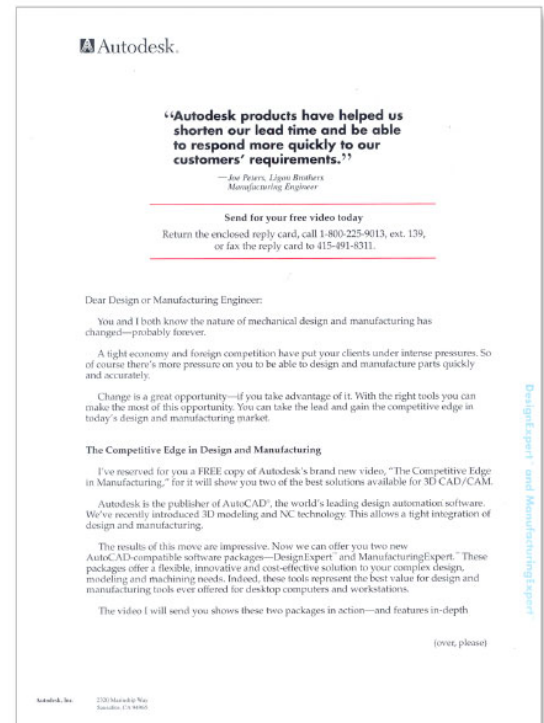
I’ve reserved for you a FREE copy of Autodesk’s brand new video, “The Competitive Edge in Manufacturing,” for it will show you two of the best solutions available for 3D CAD / CAM.

Autodesk is the publisher of AutoCAD, the world’s leading design automation software. We’ve recently introduced 3D modeling and NC technology. This allows a tight integration of design and manufacturing.

The results of this move are impressive. Now we can offer you two new AutoCAD-compatible software packages - DesignExpert and ManufacturingExpert:

These packages offer a flexible, innovative and cost-effective solution to your complex design, modeling and machining needs. Indeed, these tools represent the best value for design and manufacturing tools ever offered for desktop computers and workstations.

The video I will send you shows these two packages in action - and features in-depth interviews with



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CAD/CAM managers at several companies who have used these packages to gain the lead in quality-and design and manufacturing time. Watching this video will show you how you can gain the same kind of competitive edge.

**DesignExpert and ManufacturingExpert:  
Two advanced 3D CAD and CAM software  
packages that work with AutoCAD**

DesignExpert is a powerful package that includes AutoCAD, Autodesk's premier CAD tool; AutoSurf, a flexible and sophisticated surface modeling program with precise NURBS technology; and an IGES data translator.

Whether you need to design consumer, aerospace or automotive components, designing the most complicated parts and the most difficult sculpted shapes in 3D is no problem with DesignExpert.

ManufacturingExpert adds another dimension. It contains all the design features of DesignExpert, but adds AutoMill - a powerful and integrated solution for 2-5 axis NC machining which produces toolpath data directly from AutoSurf.

Because DesignExpert and ManufacturingExpert are data-compatible, your 3D data is directly machinable with no translation of data required. You can machine thousands of complex surfaces at once-automatically.

**Be prepared for the future  
take a closer look.**

Send for the FREE video, "The Competitive Edge in Manufacturing." Simply return the enclosed postage-paid reply form. Or, if you prefer, call 1-000-000-0000, ext. 000 - or fax the reply form to 000-000-0000.

You owe it to yourself and to the future of your business to take a closer look at these two powerful mechanical design and manufacturing tools.

Sincerely,

Michael Tanner  
Manager, CAD/CAM Marketing

PS. The software tools you need to meet tomorrow's needs are here today. See them in action in the FREE video, "The Competitive Edge in Manufacturing."

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*(Brochure cover)*

See The Competitive Edge for yourself

Accessible, cost-effective CAD/CAM tools ...integrated with AutoCAD

*(Brochure inside)*

“To remain competitive through the next century, we have to be able to improve the quality of our product, the throughput of our equipment and to make products the customer requires-accurately and on time.”

-Joe Peters, Ligon Brothers from the video,  
“The Competitive Edge in Manufacturing”

“CAD/CAM is going to lead technology...CMM and the like are going to be part of the global picture.”

-Phil Hayes, Pro-Tee Corp. from the video,  
“The Competitive Edge in Manufacturing”

**Send for your FREE video**  
**Gain the Competitive Edge with two powerful design and manufacturing tools.**

Are you ready for the design and manufacturing challenges that await as competition heats up in the market? Do you have the tools you will need to survive-and thrive-in the years ahead?

Autodesk now provides two highly advanced and effective tools which shorten your design-to-production process with increased accuracy and lowered cost.

**DesignExpert and ManufacturingExpert**  
**These two powerful tools will help you:**

- Integrate your design and manufacturing. From flexible design to creation of NC toolpath data, DesignExpert and ManufacturingExpert are the only tools you need to do the job.
- Save money. From being able to read your clients' electronic files to quickly machining complex parts,



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your investment in DesignExpert and ManufacturingExpert will pay for itself time and again.

- Meet tight deadlines. The integrated solutions we offer you will help you get high quality parts to market quickly and easily.
- Build better parts. These CAD/CAM tools help you make sure parts are designed properly before they are manufactured ... to assure the highest quality from the first part of the line to the last.
- Meet tough challenges. The pressure on manufacturers will continue to grow. DesignExpert and ManufacturingExpert are the best solutions to meeting these challenges today-and tomorrow.

**DesignExpert  
with AutoCAD@ Release 12, AutoSurf  
and the AutoCAD ICES translator:**

- NURBS surfacing technology providing precise standard surface definitions that can be communicated to and from other CAD systems
- Analytic and advanced surface design features including surface fillets, surface blending and swept surfaces
- CMM data creation to extract augmented data from surface model to check actual parts
- Fully automatic surface trimming to automatically trim underlying surface slabs from a model and blank away unwanted trim side
- CAD data translators that fully support trimmed surfaces
- Multiple dynamic viewports for ease of use and improved visualization

**ManufacturingExpert  
includes the complete DesignExpert package  
above plus AutoMill, giving you:**

- Basic 2- and 2-1/2-axis machining functions seamlessly integrated into one system
- Advanced integrated 3- through S-axis machining-directly and without the need to translate data

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- Accurate gouge-free multiple surface machining handled independently and automatically
- MILLMASTER Batch Machining to allow multiple surfaces to be machined “gouge-free” and queued to run off-hours
- Flow and section machining to obtain accuracy or minimize cycle time
- Tool and materials library with automatic NC setup parameters
- Integrated generic post processor to translate tool motion commands into machine-specific commands

To receive your FREE video, call 1-000-000-0000