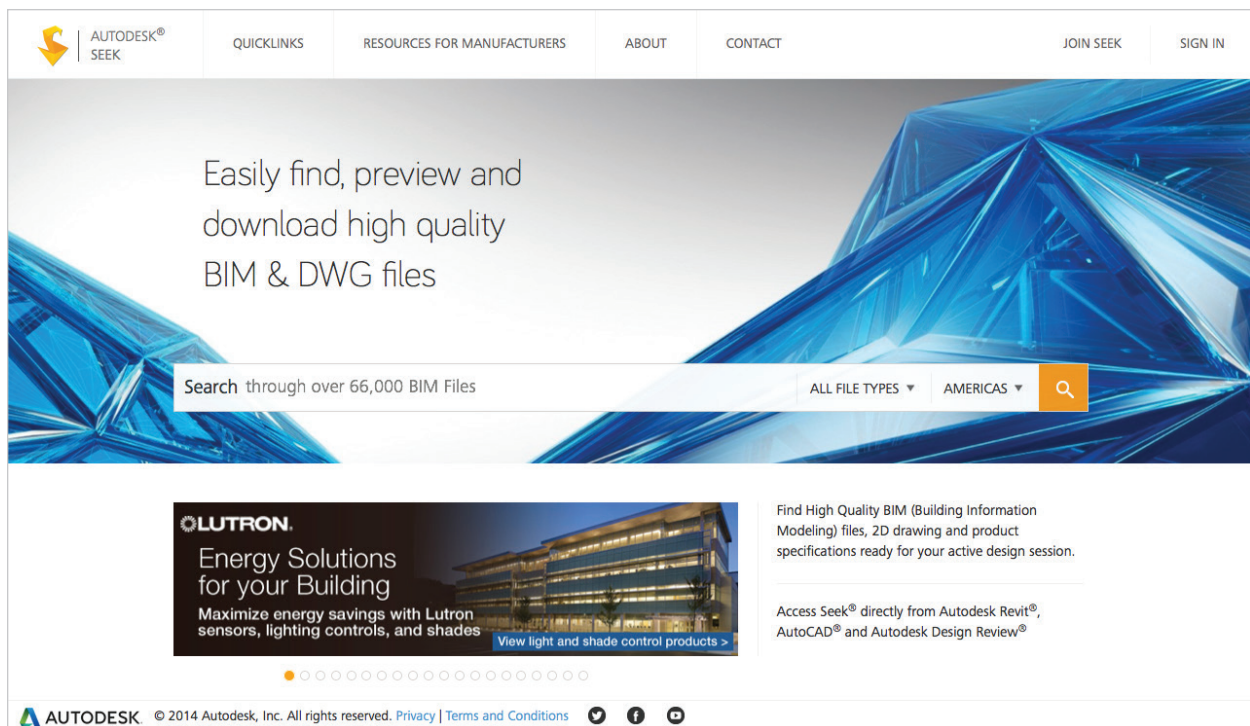# Get your products seen early in the design process

What is Autodesk Seek?

Autodesk® Seek is a web and in-app service that helps designers quickly discover, preview, and download your brand's high-quality 3D Building Information Modeling (BIM) models, 2D drawings, installation instructions, cut sheets, inspirational images, and product specifications. By promoting your products in Seek, you can easily reach your most qualified customers at the right time—during the design process.

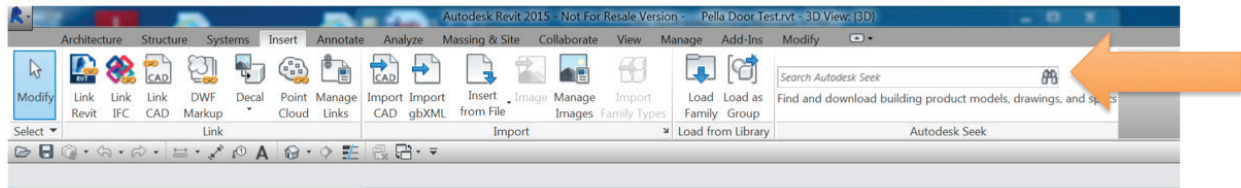## Why should I participate in Autodesk Seek?

Autodesk Seek provides Building Product Manufacturers (BPM) with a unique opportunity to reach customers by making their products visible to architecture, engineering, and construction (AEC) professionals directly in their CAD and BIM applications. By making your products visible in the early stages of design, they will be seen and may be selected much earlier in the building design process.

Why now?

Growing industry adoption of BIM is driving the migration of architects, engineers, and contractors to 3D CAD platforms where visualization, simulation, and enhanced analytics are transforming the design process. Between 2007 and 2012, BIM adoption in North America grew from 17 percent to 70 percent*, and this trend continues—increasing the demand for intelligent and manufacturer-specific 3D BIM content.

Where can I find Autodesk Seek?

Autodesk Seek is fully integrated into the AutoCAD® and Autodesk® Revit® design platforms. You can learn more about Seek at **seek.autodesk.com**.

Autodesk Seek toolbar in Revit

The power of Autodesk Seek

Making your design files and product specifications available to millions of AutoCAD and Revit users can help you broaden your market reach, help generate new revenue opportunities, and help enhance your chances of gaining important design wins. Your products become an important part of building systems and structural designs, performance analytics, operational calculations, and architectural design context of a project.

Access—Reach millions of highly engaged AutoCAD and Revit users who can include your products directly into their drawings or BIM projects.

Product discovery—By hosting your virtualized product line on Seek, AEC pros can search and sort through actual product data to discover products that fit their exact design requirements.

Project-ready files—Deliver product models that meet industry standards and achieve the highest quality levels.

Flexibility—Virtually any design and information file formats can be hosted on Autodesk Seek, allowing you to reach alternative AEC design communities.

Scalability—Grow business as your product portfolio expands. Repurpose your product models elsewhere online—even your own website.

Insights—Learn more about your customers through metrics showing what products they search for, view, and download, as well as their geographic location and inquiry source.

Product differentiation

Differentiate your products within the Autodesk Seek index by enhancing search specification data. You can also include rich documents, thumbnail images, product sheets, specification sheets, and 2D CAD drawings (DWG, DXF, and SKP).

It's easy to participate

Enjoy the benefits of Seek syndication and content creation services without having to manage the process yourself. You'll be assigned a dedicated project manager who will take you from start to finish with Seek, so you can free up time to focus on your business. Getting started is as easy as sending us your cut sheets or existing Revit files.

Integrate your products with the tools your audience uses most. Visit **autodesk.com/seek** or call 1-844-GET-SEEK (438-7335).

AUTODESK®