

Autodesk® Inventor® and Product Design & Manufacturing Collection FY20 Q1 Rebranding FAQ

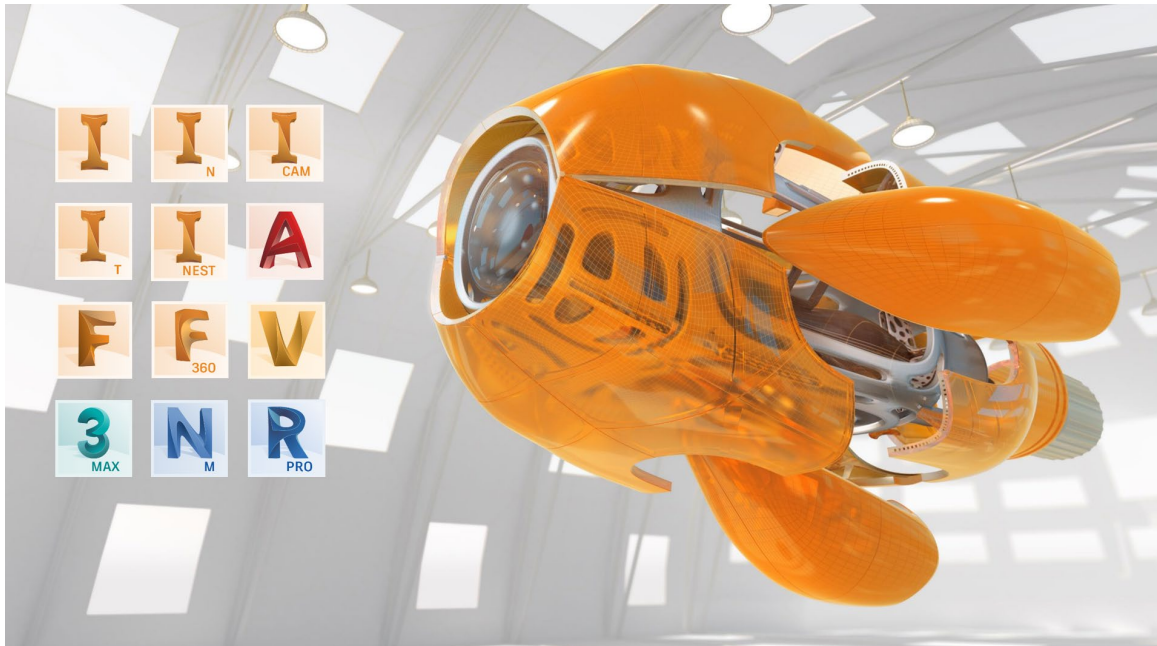


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Product Design & Manufacturing Collection Rebranding FAQ

1. What is happening?

Beginning April 1st, Inventor® integrated products included with the Product Design & Manufacturing Collection will be renamed to provide a more consistent brand and message for our customers.

2. What products will be rebranded in Product Design & Manufacturing Collection?

Existing Product Name	New Product Name
Autodesk® Nastran® In-CAD	Autodesk® Inventor® Nastran®
Autodesk® Nesting Utility	Autodesk® Inventor® Nesting
Autodesk® Inventor® HSM™	Autodesk® Inventor® CAM
Autodesk® Inventor® HSM™ Express	Autodesk® Inventor® CAM Express



3. Why are these products being rebranded?

When we began adding functionality to the Product Design & Manufacturing Collection, it became clear that our branding was inconsistent. We have been getting common questions from our customers.

- **What products in the collection are standalone vs. products that are integrated with Inventor®?**
- **What does each of them do for our business?**

In the past, each of these products had a distinct brand. In the Product Design & Manufacturing Collection for 2020, we are unifying them under the Inventor® brand, so our customers can better understand what they have access to as part of their collection subscription. The new brands more clearly and directly identify the functionality of each integrated product.

Autodesk has used the INVENTOR® brand since 1999 and owns trademark registrations for the INVENTOR® mark in the U.S. and other countries. These rights give Autodesk the right to use its INVENTOR® mark alone or with any generic or descriptive terms to identify or describe related offerings integrated with its INVENTOR® software. Autodesk® Inventor® Tolerance Analysis was the first application to adopt this approach in November last year.

4. What is the message to our customers?

We are renaming the products in the Product Design & Manufacturing Collection that are integrated with Autodesk® Inventor® software. Autodesk is committed to investing in the Inventor® brand and providing a complete and integrated solution for the design and manufacturing of your products.

5. What products in PDMC will not be renamed?

Autodesk® Inventor® Tolerance Analysis was the first product to follow the Inventor® brand last year in November. That product name will remain the same. The other products in the collection play a significant role in establishing a complete solution for our design and manufacturing customers; however, they don't follow the same integration standards in Inventor®. Those product names will remain unchanged.

6. When does the rebranding launch?

April 1, 2019, is the launch date of the rebrand.

7. When will we see these changes reflected on Autodesk.com?

Name changes will go live on April 1st. Localization for China, Germany, and Japan will also go live April 1st. Other languages will update per the global launch schedule.

8. Where will we see these new names reflected as part of this “launch”?

The new product names will be reflected on the following web pages. Remaining web properties will be updated during and after launch.

- Product web pages
- Product Design & Manufacturing Collection
 - Overview web page
 - Included Software web page
- Autodesk.com
 - All Products web page

The following marketing content will also be updated throughout launch. These assets will be located on the DAM and OTS.

- Messaging
- Positioning
- Product descriptions
- Product brochures
- Logos
- Lockups
- Badges

9. Does the rebranding affect product names for 2019 and previous releases?

No, product names for previous releases will remain the same.

10. Will the name changes be localized?

No.

11. What happens to Autodesk® HSMWorks®?

The HSMWorks product name will not change, and it will have a dedicated product center post-launch. HSMWorks will continue to be an entitlement with the Product Design & Manufacturing Collection.