

# Every Design Has a Story.

Autodesk 3ds Max Design 2012 software delivers powerful new rendering toolsets, accelerated iterative workflows, and enhanced interoperability that together help significantly increase overall productivity.



With its updated design, faster performance, and time-saving new features, 3ds Max Design 2012 is an elegant and powerful program that no designer should be without. The newly integrated iray rendering technology is a great addition: I can very quickly set up a scene with simple lighting, and get great realistic results without having to spend time finding an optimum lighting “solution” for my scene.

— Ramy Hanna  
3D Artist  
SHW Group

For more information about Autodesk 3ds Max Design, visit [www.autodesk.com/3dsmax](http://www.autodesk.com/3dsmax)



Image courtesy of Luis Tejada.

Whether you're an architect, designer, civil engineer, or visualization specialist, Autodesk® 3ds Max® Design 2012 software provides a powerful, integrated toolset that helps you to more rapidly iterate on design concepts and accurately analyze daylight effects. Create higher-impact visuals as you explore, validate, and communicate the story behind your design.

### High Impact Visuals Made Easier

3ds Max Design 2012 continues to reach new milestones in the Rendering Revolution, helping you achieve the look you want more easily. Case in point: the newly integrated iray® rendering technology from mental images that enables you to get more predictable, photo-real results without worrying about rendering settings—similar to a ‘point-and-shoot’ camera. Meanwhile, new stylistic rendering capabilities enable you to create a variety of non-photorealistic (NPR) effects in a looser, more abstract style well suited to communicating core design intent while fine details are still undetermined. And, with a new library of 80 Substance procedural textures that feature dynamically editable and animatable parameters, a wide range of look variations is at your fingertips.

### Iterate Faster, Work in Context

3ds Max 2012 forges ahead with the next steps in the Excalibur (XBR) initiative to revitalize the software at its core. Engineered to help provide dramatic

improvements in performance and visual quality, the new Nitrous viewport system leverages accelerated GPUs and multi-core workstations to help you iterate faster and manage larger data sets with limited impact on interactivity. The render-quality display environment helps you make better creative decisions in the context of your final output.

### Smoother Interoperability

For many visualizations, useful data already exists in another application. Now you can more easily take advantage of that data, thanks to new interoperability with Autodesk® Alias® Design software for industrial design. You can add sculpted details on top of Alias Design reference data using the intuitive Graphite polygon modeling toolset, which now features a new French curve-like ‘Constrain to Spline’ mode to help guide the brush as changes are made to the mesh, as well as new Transform and Conform brushes. What's more, you can now enjoy automated iterative workflows between AutoCAD® Civil 3D® software and 3ds Max Design with the Civil View feature set. Using civil data in 3ds Max Design, you can automatically create roads complete with road markings, circulation lanes, and chevrons; place trees at random or regular offsets along the side of a road or railway; or populate a highway with moving vehicles.



Image courtesy of Arquí300.



Image courtesy of Michael Roth Feuerroth.

### Key New Features in Autodesk 3ds Max Design 2012 Nitrous Accelerated Graphics Core

Experience dramatic improvements in performance and visual quality with the new Nitrous viewport system. Nitrous leverages accelerated GPUs and multi-core workstations to enable you to iterate faster and handle larger data sets. The render-quality display environment support lights, soft shadows, screen-space ambient occlusion, tone-mapping, and higher-quality transparency.

### Autodesk Alias Design Interoperability

Enjoy smoother interoperability with Autodesk Alias Design software for industrial design, with the new ability to import .WIRE files natively into 3ds Max Design 2012 as Bodies objects, preserving object names, hierarchies, layers, and material names. You can now interactively adjust tessellation results inside 3ds Max Design and add sculpted details on top of Alias Design reference data using the intuitive Graphite polygon modeling toolset.

### Substance Procedural Textures

Achieve a vast range of look variations with a new library of 80 Substance procedural textures. These dynamically editable and animatable resolution-independent textures automatically generate bump maps and specular maps for impressive results, and can be quickly converted to bitmaps for rendering.

### iray Renderer

Creating highly realistic images is easier with 3ds Max Design, using the newly integrated iray rendering technology from mental images. iray enables you to set up your scene using real-world materials and lighting, press 'render', and get more predictable, photo-real results without worrying about rendering settings; iray progressively refines the image until the desired level of detail is achieved.

### Stylistic Rendering

Create a variety of non-photorealistic (NPR) effects with the new ability to render stylized images in the viewport and with the Quicksilver renderer. The looser, more abstract style of NPR imagery helps you more effectively communicate your core design intent while deemphasizing distracting or incomplete design details.

### Autodesk Civil View

Automatically create highly realistic visualizations in 3ds Max Design using civil data from AutoCAD Civil 3D with the Civil View (formerly Dynamite VSP) feature set. With the repeatable, style-based process, styles are defined once, and then applied with minimal effort to multiple iterations or projects. Civil View now offers enhanced support for the new iray and Quicksilver rendering solutions.



Image courtesy of Glowfrog Studios.



Image courtesy of Jordy Brouwers, Remco Bastiaans, Christian Otter of the Benelux Civil 3D user group, Bluesky and GeoPerspectives.

### Sculpting and Painting Enhancements

Enjoy greater control over brushstrokes and their effects on geometry, thanks to new sculpting and painting workflows. Some highlights: new Transform brushes enable you to slide vertices along target surfaces; a new Conform brush guides geometry towards another surface; and Paint Deform brushstrokes can now be constrained to a spline for use as a guide or ruler.

### Autodesk Design Suites 2012

A license of Autodesk® 3ds Max® Design 2012 software can be acquired as part of certain suites offered by Autodesk, including Autodesk® Design Suite Premium 2012 and Autodesk® Design Suite Ultimate 2012 at a significant cost saving overall\*. The Premium suite includes AutoCAD® 2012 software, Autodesk® SketchBook® Designer 2012 software, Autodesk® Showcase® 2012 software and Autodesk® Mudbox™ 2012 software alongside 3ds Max Design 2012, while the Ultimate suite additionally offers Autodesk® Alias® Design 2012 software.

Learn more at [www.autodesk.com/suites](http://www.autodesk.com/suites)

\* Savings based on USD SRP. International savings may vary.  
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