

URL: <https://stvp.stanford.edu/blog/videos/autodesk-and-the-wireless-industry>

Autodesk's vision is to keep the design data in digital format. Wireless industry is essential in this area. A small team of engineers at Autodesk banded together and built a wireless product on the fly to address an immediate need.



## Transcript

One of the areas that is becoming increasingly important to us is the wireless area.. Because if you think about our business, it's kind of ironic that we were so excited about automating the design process, whether its 3D or 2D, what immediately happened after the architect had done the design for the building complex or the mechanical assembly, it was plotted out on paper.. And the whole rest of the process is paper.. So exactly how far have we come? So our whole vision going forward is to keep this design data in digital format.. Well to do that, one of the things you need is wireless because you want to go on to the construction site with some kind of appliance.. You want to go on to a utility repair site to find where cables and transformers are.. You want to go on manufacturing shops or etc.. And people are spending all kinds of time jawboning about this.. It turns out that in one of our Engineering groups, they peeled off some people and they just did a product.. And they just came and said it was done..

Now, done is relative.. It was probably a .8 of a release 1 but you know what? It was a .8, it wasn't paperware.. And so these Engineers still get great accolades for just stepping up, putting in a good program together and going forward.. They could've easily had the opposite which was kind of refocus and spent money here and didn't get this other product out on time and we're going to get whipped or something.. But the point of the matter is we've tried to put those kinds of things up in lights and say that's just an excellent way to approach a job.. Just talk, talk, talk and try some of these things...