AUTODESK® VRED™

Visualize your ideas

VRED™ 3D visualization software helps automotive designers and digital marketers create product renderings, design reviews, and virtual prototypes.
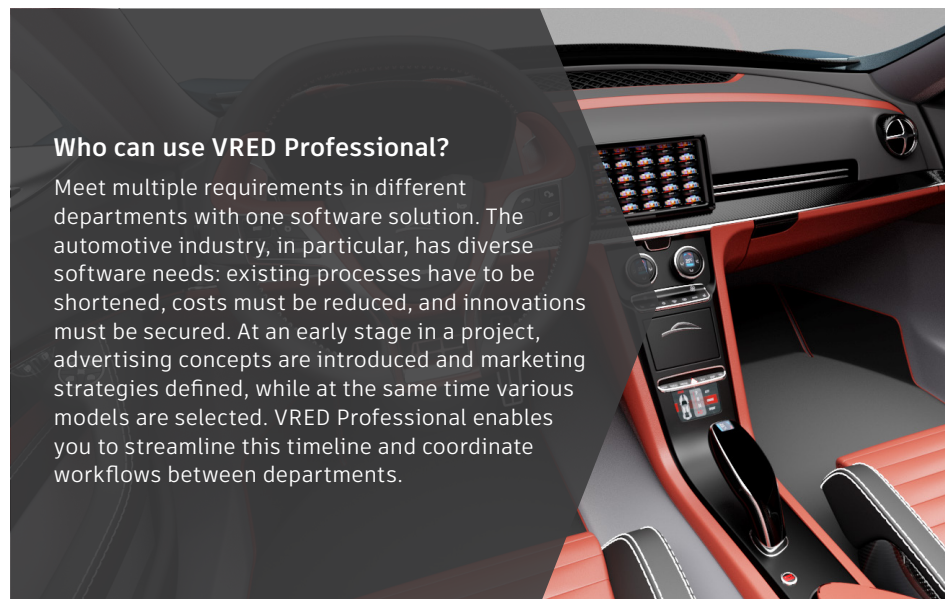
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Shorten the overall time to market

Integrated workflows enable you to visually explore, evaluate, and communicate your automotive design ideas. Autodesk VRED Professional helps you go from concept to market faster and more efficiently.

Visualization is a key part of the product development process. Autodesk's focus is to provide integrated visualization workflows to enable reliable decision making based on digital design data, to support efficient design communication between teams and suppliers, and to promote the design in a compelling way to internal and external stakeholders--all the way to the end customer. The VRED product line is a powerful, innovative virtual reality software solution, utilizing the fastest ray tracing and Open GL engine on the market. With minimal rendering times, even with highly complex productions, VRED facilitates faster processing with perfectly optimized workflows.

Benefits

- Shortened development times
- High-level quality assurance
- Precise design review
- Work with large data
- Render in real time
- Integrated visualization process
- Save money
- Faster time to market
- Strengthen competitive advantage
- Improved quality and communication
- Added visualization pipeline

Who can use VRED Professional?
Meet multiple requirements in different departments with one software solution. The automotive industry, in particular, has diverse software needs: existing processes have to be shortened, costs must be reduced, and innovations must be secured. At an early stage in a project, advertising concepts are introduced and marketing strategies defined, while at the same time various models are selected. VRED Professional enables you to streamline this timeline and coordinate workflows between departments.

"With Autodesk VRED Professional, we can offer a production quality that used to require a lot of effort in analog photography, we are even able to create designs that would not be possible in real life. "

–Ralf Trumpp
Photographer
Staud Studios

Image courtesy of Lean Design GmbH.

Capture the forms you want without compromise

Using Autodesk® DirectConnect software as a path to other applications, you can visualize your ideas and designs as soon as 3D data is available. Maintain groups, layers, and animations of your 3D data or physically split geometries when necessary. Optimize your data for rendering and customize the user interface according to your needs.

Image courtesy of SKODA AG.

Real-time rendering

The render engine integrated in Autodesk VRED Professional is capable of rendering even high volume data in real time. Users can switch between OpenGL and raytracing rendering by just pressing a single button and without having to modify material settings. VRED Professional includes a wide range of render modes for OpenGL and raytracing that deliver different levels of display quality and speed, such as:

- CPU Rasterizor
- Precomputed Illumination + Shadows
- Full Global Illumination (Photonmapping)
- Spectral Rendering

Image courtesy of SRG and Murray Design.

Specialized engineering tools

Autodesk VRED Professional offers a set of expert engineering tools that help to evaluate data sets in detail. Because of the multiple display methods available, mistakes in construction data become visible before prototypes are built. Specialized tools include; analytic rendering modes, gap analysis, annotations and NURBS rendering all helping to significantly accelerate the process of data preparation, helping to save time and money.

Image courtesy of SRG and Murray Design.

Virtual product photography

VRED Professional is an innovative and powerful software solution for high-end 3D visualization. Equipped with physical camera and light settings and material settings that are based on the physical characteristics of plastic, metal, carbon, or woven cloth, VRED Professional enables users to create a photorealistic visual setups. The quality you can achieve directly in VRED Professional significantly reduces the time and cost of postproduction.

Other VRED products

- Autodesk® VRED™ Design - Review and evaluate your automotive design ideas.
- Autodesk® VRED™ Server - Render your data in a cloud-like infrastructure.
- Autodesk® VRED™ Presenter - POS solution.

For more information visit **www.autodesk.com/products/vred/overview**

Learn more or purchase

Access specialists worldwide who can provide product expertise, a deep understanding of your industry, and value that extends beyond your software. To license Autodesk VRED software, contact an Autodesk Authorized Reseller. Locate a reseller near you at **www.autodesk.com/reseller.**

Autodesk Education

Autodesk offers students and educators a variety of resources to help ensure students are prepared for successful design careers, including access to free* software, curricula, training materials, and other resources. Anyone can get expert guidance at an Autodesk Authorized Training Center (ATC®) site, and validate skills with Autodesk Certification. Learn more at **www.autodesk.com/ education.**

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Autodesk 360

The Autodesk® 360 cloud-based framework provides tools and services to extend design beyond the desktop. Streamline your workflows, effectively collaborate, and quickly access and share your work anytime, from anywhere. Learn more at **www.autodesk.com/autodesk360.**

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