



## **PRESS RELEASE**

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### **Autodesk, Inc. has appointed BIMObject, Inc. its exclusive reseller in North America and Europe for new subscriptions of Autodesk® Seek**

BIMObject, Inc., the North American subsidiary of BIMObject AB announced today at The American Institute for Architects (AIA) convention in Philadelphia that Autodesk has appointed BIMObject its exclusive reseller in North America and Europe for new subscriptions of Autodesk® Seek, a cloud-based building product content delivery system.

Additionally, BIMObject is an early adopter of the Autodesk® Forge Platform, which consists of a set of Autodesk cloud services, APIs, and SDKs for developers to quickly create the data, apps, experiences, and services that power the future of making things. BIMObject leverages Forge APIs for content creation and “on-the-fly” content configuration workflows.

The Autodesk® Seek web service enables architects, engineers, construction professionals and other design professionals to quickly discover, preview, and download branded building information modeling (BIM) files, models, drawings, and product specifications for their active design sessions in Autodesk Revit® or AutoCAD® software. Autodesk’s new relationship with BIMObject will extend and strengthen the offerings available to customers.

For building product manufacturers, Autodesk Seek offers a digital way to connect with the professional designers ultimately responsible for specifying and recommending their products for purchase. This will also, combined with the BIMObject Cloud, be the ultimate digital marketing channel for BIM objects.

*“This collaboration unites the most powerful set of building product content delivery tools ever compiled and delivers them to the global AEC community and Building Product Manufacturers. This is a historical day for the global commercial construction industry, and we are proud to announce our collaboration at the most important architectural expo of the year,”* says Doug Bevill, President North America of BIMObject, Inc.

*“Collaboration with Autodesk Seek means that, we will together create a strong alliance that will shape the future of cloud based product information within the BIM process. The solutions we can offer together, to the global industry of Building Product Manufacturers, are second to none. BIMObject has been a committed App and content*

*developer for Autodesk for many years, and our huge success with the BIMobject® App for Revit has been phenomenal. BIMobject will focus hard on this partnership in the US and also expand our use of the Autodesk Forge platform in order to make this a mutually successful and viable cooperation,”* says Stefan Larsson, CEO and Founder of BIMobject AB.

*“Autodesk has a long history of providing a scalable and open platform in the AEC industry. As founding members of buildingSMART we are committed to a truly open and shareable BIM approach. We are delighted to work with BIMobject who will expand our Seek offerings to our customers and further enable these customers to access even richer content in Revit,”* says Nicolas Mangon, VP of AEC Industry Strategy and Marketing.

**For more information, please contact:**

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**About BIMobject®**

BIMobject® Corporation, acknowledged by investors with a Global Red Herring 100 award, and a public company on Nasdaq Stockholm First North: ticker BIM. BIMobject® is a game changer for the construction industry worldwide with its cloud based digital content management system for BIM objects.

BIMobject as a disruptive technology corporation is at the forefront of the digitalisation of building products and materials, enabling the information to be turned into know-how earlier in the BIM processes. The BIMobject Cloud is a digital platform, where BIM professionals can reach and download BIM files from brands, from both Europe and US. This will enable industrialisation of the construction industry and also have a huge impact on design, product selection, constructability, waste, energy, cost, quality and logistics.

Our unique solutions for Building Product Manufacturers provide development, hosting, maintenance, syndication and publication of the digital replicas of the manufacturers' products – BIM objects. The marketing and pre-sales services associated with the BIMobject Cloud are channelled and integrated, through Apps, into CAD/BIM applications to create a business-to-business communication across the globe.

Manufacturers use BIMobject® to promote and deliver their products directly into BIM processes enabling their products to be selected and generate a real improvement in sales.

Certified Advisor: Sedermera Fondkommission

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