

Advisory

Media Contacts:

Jenn Korail
korail@airfoilpr.com
248-304-1429
Mobile: 586-202-4392

Rich Donley
donley@airfoilpr.com
248-304-1430
Mobile: 248-379-0689

**solidThinking, Inc. to Showcase how Industrial Designers can 'do it with a Mac'
in Booth 3320 at the 2009 Macworld Conference & Expo Jan. 6-9**

solidThinking offering free 'sTudent' software

WHAT: Industrial design/styling software company solidThinking, Inc. (www.solidthinking.com) will show off its recently launched software solidThinking 7.6 at the 2009 Macworld Conference & Expo, and highlight how leading designers are "doing it with a Mac" by using solidThinking to design exciting new products.

The only industrial design software available to run on both Mac OS and Windows, solidThinking is already the dominant tool of choice for Italian design firms and industrial designers for everything from jewelry and electronic devices to furniture and yachts.

WHY: solidThinking is making its debut appearance at Macworld to highlight its advanced capabilities to the Mac community and beyond. Experience firsthand the software's features, which allow product designers to rapidly capture, explore and visualize their ideas.

solidThinking promotes innovation by encouraging users to change their minds anytime during the design process. Instead of starting from scratch when new ideas or directions emerge, designers can use solidThinking's best-in-class, unlimited interactive construction history to revise their creation and continue to innovate at the speed of thought. solidThinking can exchange data with any CAD/CAM system as well as with vector-based graphics software such as Adobe Illustrator.

**WHAT'S
COOL:**

SolidThinking is providing a free personal-use version of its software to industrial design, architecture and fine arts students who visit solidThinking's booth.

Live sketching will be instantaneously transformed into 3D designs using solidThinking. Demos of solidThinking version 7.6, the design world's most user-centric industrial design/styling software, which includes an updated rendering engine, a streamlined user interface, rich photorealistic content functionality and other enhancements that ease and expand design flexibility.

WHERE: Moscone Center, 747 Howard Street, San Francisco, Calif.
North Hall – Booth 3320

WHEN: **Jan. 6-9, 2009**

WHO: Designers and product experts from solidThinking will be onsite and available for interviews throughout the conference.

MORE INFO: Connect with solidThinking:

- www.solidthinking.com – for news, events and to explore solidThinking
- Facebook – <http://www.facebook.com/pages/solidThinking/39474173420>
- Twitter – <http://www.twitter.com/solidThinking>
- YouTube – <http://www.youtube.com/solidthinking>

CONTACT: To schedule one-on-one interviews and demos, or set up phone interviews with a solidThinking representative, contact Jenn Korail at 248-304-1429 or 586-202-4392, korail@airfoilpr.com; or Rich Donley at 248-304-1430 or 248-379-0689, donley@airfoilpr.com

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