

Business Rules

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1. Important Dates*

Channel Announcement.....	February 9, 2011
Public Announcement	March 1, 2011
Channel Sales and Marketing Toolkit Availability	March 1, 2011
First Customer Download (FCD) (Autodesk® Subscription Customers)	April 8, 2011
First Public Download 30 Day Trial*^.....	April 8, 2011
First Dealer Ship (Authorized Resellers/Sales Offices)	April 8, 2011
First Customer Ship (FCS) (New Sales).....	April 8, 2011
First Customer Ship (Autodesk Subscription Customers).....	April 8, 2011
Localized Documentation Release	June 10, 2011

* *SCHEDULED DATES MAY CHANGE*

2. Items of Note for 3ds Max 2012 and 3ds Max Design 2012 Product Release

- Microsoft® Windows XP and Microsoft® Windows Vista® operating systems platform support for 32-bit and 64-bit
- Autodesk® 3ds Max® 2012 and Autodesk® 3ds Max® Design 2012 software are 100% data compatible
- 3ds Max 2012 and 3ds Max Design 2012 will be able to access file data from previous versions of 3ds Max
- Data created with the 64-bit versions of 3ds Max will load in the 32-bit versions and vice versa
- You can install 3ds Max 2012 and 3ds Max Design 2012 on Mac® computer on a Windows® partition. The system must use Boot Camp application program to help manage a dual OS configuration and meet minimum system requirements.
- **Note:** If a scene has been saved with plug-ins using a prior version of 3ds Max or 3ds Max Design, you may have to re-compile the plug-ins.

If you have any questions on mental ray® Standalone compatibility with 3ds Max please refer to the compatibility table located at www.autodesk.com/mentalray or contact your local Autodesk Channel Manager.

More information on the differences between 3ds Max 2012 and 3ds Max Design 2012 can be found in the Frequently Asked Questions (FAQ) document found on the Partner Portal.

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3. General Business Rules for 3ds Max 2012 and 3ds Max Design 2012

- 3ds Max 2012 and 3ds Max Design 2012 are sold on Autodesk eStore (download and boxed software) and through Autodesk Authorized Resellers (boxed software only).
- 3ds Max 2012 software kit contains one DVD with software, for both 32-bit and 64-bit versions.
- 3ds Max Design 2012 software kit contains one DVD with software, for both 32-bit and 64-bit versions.
- Documentation is only available on line.
- Network licensing is available.
- Autodesk® Subscription and Autodesk Subscription with Gold Support are available.
- Network and standalone licenses are handled through standard Autodesk licensing processes.
- 3ds Max scan-line renderer, the integrated mental ray renderer, the Quicksilver hardware renderer, and the new iray® renderer from mental images are all included in all 3ds Max 2012 and 3ds Max Design 2012 kits and can be used on all supported platforms.
- Unlimited integrated mental ray network rendering along with up to four computers (each computer can have up to four processors and unlimited cores) Satellite Rendering is included with 3ds Max 2012 and 3ds Max Design 2012.

4. Prior Version Availability

- Version upgrades to 3ds Max 2011 and 3ds Max Design 2011 will be available until April 30, 2011. After this date, upgrades to 3ds Max 2011 and upgrades to 3ds Max Design 2011 will no longer be available.
- New licenses of 3ds Max 2011 and 3ds Max Design 2011 will be available for purchase until October 31, 2011 inclusively.
- 3ds Max 2012 customers with valid Subscription and Subscription with Gold Support are entitled to use up to three previous versions of 3ds Max (3ds Max 2011, 3ds Max 2010 and 3ds Max 2009), up to the total number of licenses of the product currently on Subscription. The Subscription contract manager or software coordinator can download the three previous versions from the Subscription Center.
- 3ds Max Design 2012 customers with valid Subscription and Subscription with Gold Support are entitled to use up to three previous versions of 3ds Max Design (3ds Max Design 2011, 3ds Max Design 2010 and 3ds Max Design 2009), up to the total number of licenses of the product currently on Subscription. The Subscription contract manager or software coordinator can download the three previous versions from the Subscription Center.

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5. Upgrade and Crossgrade Rules

5.1 Upgrade General Rules

- Customers using 3ds Max version 2009, 2010 or 2011 can upgrade to 3ds Max 2012.
- Customers using 3ds Max Design version 2009, 2010 or 2011 can upgrade to 3ds Max Design 2012.
- For pricing and product codes, please refer to the Reseller Price List.

5.2 Upgrading from 3ds Max 2012 to 3ds Max Design 2012

- The upgrade price for moving from 3ds Max 2012 to 3ds Max Design 2012 is listed in the quarterly price list under the Horizontal Design products.
- Customers with licenses of previous versions of 3ds Max software must upgrade to the 3ds Max 2012 release prior to upgrading to 3ds Max Design 2012.

5.3 Activating Network License Types

- Customers wanting to change their license type must include in their purchase a Network License Activation Fee. Customers wishing to upgrade versions and change their license type (for example, 3ds Max 2011 Standalone to 3ds Max 2012 Network) must follow a two-step process:
 - Purchase a version upgrade (3ds Max 2011 to 3ds Max 2012).
 - Purchase a Network License Activation Fee.

5.4 Cross-grading to Suites

- 3ds Max Design 2012 customers have the option to purchase a license cross-grade to the Autodesk Suite offerings that include 3ds Max Design. 3ds Max Design customers with licenses of any of the three prior versions have to upgrade to 3ds Max Design 2012 first, in order to be able to cross-grade to Suites. Please consult your quarterly price list for Suite cross-grade details.
- 3ds Max 2012 customers will be able to purchase a license cross-grade to the Autodesk® 3ds Max® Entertainment Creation Suite 2012, standard or premium versions. 3ds Max customers with licenses of any of the three prior versions have to upgrade to 3ds Max 2012 first, in order to be able to cross-grade to Suites. Please consult your local price list for Suite cross grade details.

6. Autodesk Subscription

6.1 Subscription General Rules

- Subscription allows customers to extend the value of their software investment with access to the latest releases and web services that can help improve design workflows. Additional benefits that enhance productivity include expedited technical support and flexible licensing options.

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6.2 Autodesk Subscription with Gold Support

- Autodesk Subscription with Gold Support includes everything that Autodesk Subscription offers plus:
 - Telephone support
 - Web support
 - Access to Ask Autodesk discussion forums
 - Defect tracking
 - Application Programming Interface (API) developer support with scripting support

6.3 Electronic Software Download

- Electronic software download will be the default method of delivering software upgrades to the majority of Autodesk Subscription customers. Autodesk Subscription customers in countries where software download is set as the default upgrade delivery method will be notified that their software upgrade is available to download. They will not automatically receive a software kit. If they prefer to have a CD/DVD, they can submit a request in Autodesk Subscription Center and Autodesk will ship them a box at no additional cost.
- Autodesk Subscription customers in countries where the software download is not the default, will be able to change the delivery preference in their Subscription Center profile from box to download, excluding in China, India, Japan and Russia.
- **Note:** 3ds Max 2012 and 3ds Max Design 2012 software kits are expected to be shipped on or after April 8, 2011.
- 3ds Max 2012 and 3ds Max Design 2012 software are expected to be available to Autodesk Subscription and Autodesk Subscription with Gold Support customers for electronic download from the online Subscription Center on or after April 8, 2011.
- The customer's Subscription contract manager will be notified of the electronic software download via e-mail.
- Check with your local Autodesk channel manager to make sure that all your Subscription customers have received a copy of the e-mail communication.
- For customers wishing to late attach Subscription (purchase subscription after they purchase the product) please refer to the instructions on the Global Subscription Manual on the Partner Portal.
- The 3ds Max 2012 and 3ds Max Design 2012 documentation will be available for download on or after April 8, 2011.

For more information about Subscription, please refer to the Subscription guide on Partner Portal.

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7. eStore

- 3ds Max 2012 and 3ds Max Design 2012 new licenses and upgrades are expected to be available for purchase online at the Autodesk Store (where available) beginning on or after April 8, 2011.
- Electronic software downloads are expected to be available for new 3ds Max 2012 and 3ds Max Design 2012 sales via the Autodesk Store on or after April 8, 2011.
- Software license purchases and downloads on the Autodesk Store are for US and Canada customers only and prices are listed at US\$ MSRP.

8. Authorized Resellers – Shipping Software

- The First Dealer Ship for Autodesk 3ds Max 2012 and Autodesk 3ds Max Design 2012 is targeted for April 8, 2011. Each qualified Autodesk Reseller should receive one 3ds Max 2012 or 3ds Max Design 2012 not for resale (NFR) software kit shortly following this date.

Notes:

- Resellers should continue to use 3ds Max 2012 and 3ds Max Design 2012 30 day trials*^for customer evaluations.
- Boxed versions of 3ds Max 2012 and 3ds Max Design 2012 will be available for select customer evaluations. Resellers who require boxed software for evaluation must complete their orders through the Global Business Center.

9. Customer Support for New Licenses

9.1 30 Day Return Policy

- Purchased products can be returned within 30 days. All return requests must be submitted to the ABC within 30 days of invoice date and will be processed. No partial returns are allowed. The return request quantity must match the quantity displayed on the invoice.
- Exception: In the event Autodesk discontinues or retires a product, ABC will support partial returns of such products within 30 days of invoice date.

9.2 Up and Ready Support for New Licenses

- All new purchases of 3ds Max 2012 software and 3ds Max Design 2012 software will receive thirty (30) days complimentary Up & Ready Support from the date of registration, which covers installation and licensing issues only.

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*^Free trial products are subject to the terms and conditions of the end-user license and services agreement that accompanies the software.

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