



ProMedia bullish in playing major role in growing number of multi-billion USD projects in Qatar

Company to leverage new Autodesk 2014 Suites across Qatar's small and large AEC firms to help design, innovate and deliver projects faster

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ProMedia, a subsidiary company of Omnix International and the leading Autodesk Gold Partner and distributor of design and engineering software in Qatar, has expressed strong confidence in playing a major role in Qatar's growing number of multi-billion USD construction projects. The company is looking to leverage the new Autodesk 2014 design and creation suites across the country's small and large Architecture, Engineering and Construction (AEC) companies to help design, innovate and deliver projects at a faster pace. ProMedia's upbeat attitude follows after a recent report from one of the world's leading professional service firms, showing that Qatar will be investing up to USD 200 billion in the run-up preparations to the country's hosting of the 2022 FIFA World Cup.

According to the report, around USD 140 billion of the expected USD 200 billion will be spent on transport infrastructure in the next five years. The investment will be spent on new projects like the Hamad International Airport, a new metro system, roads, rail and light rail system. Aside from the development of transport infrastructure, other projects include hotels, football stadiums and Doha's new port project. The report points out that despite the attention generated by Qatar's hosting of the 2022 FIFA World Cup, it is only recently that the major contract awards have been announced—and are now being awarded at a steady pace. In fact, industry analysts predict that the total number of projects for 2013 alone is expected to reach USD 56 billion before the end of the fourth quarter. In line with this, ProMedia is aiming to promote the new Autodesk 2014 portfolio, which includes new reality capture software and services that easily incorporate both laser scans and digital photographs of the physical world into the 3D design and engineering process.

"With all eyes focused on Qatar's development, the country's AEC segment should prepare itself for the expected plethora of international companies and organizations that are ready to invest in Doha," said Nidhin Dev, Business Development Manager, ProMedia. "As the 2022 FIFA World Cup comes closer, Qatar is fast tracking its construction projects to ensure that they successfully host this truly global event. In line with this, we are leveraging Autodesk's 2014 design and

creation suites — flexible and economical software packages that provide AEC professionals with a broader palette of tools to choose from to ensure that design, innovation and project delivery is completed at a faster pace.”

ProMedia, through its vast channel network, has revealed that it will make the new Autodesk 2014 suites available across Qatar. The 2014 suites come in Standard, Premium and Ultimate editions. The AEC industry can benefit from Autodesk AutoCAD Design Suite, Autodesk Building Design Suite and the Autodesk Infrastructure Design Suite. Other features being offered across the three editions include;

- All standard editions come with the added AutoCAD Raster Design software.
- The standard edition of the Autodesk Building Design Suite offers access to Autodesk Green Building Studio and energy analysis cloud services, as well as InfraWorks 2014 and the Optimization for Inventor cloud service in the Ultimate edition.
- The premium edition of the Autodesk Infrastructure Design Suite includes Autodesk InfraWorks 2014, Autodesk Roads and Highways Module for InfraWorks, Autodesk AutoCAD Utility Design software and for the first time, a single, comprehensive version of Autodesk Revit products that combines tools for architectural design, mechanical, electrical, and plumbing (MEP) engineering and structural engineering.

These new Autodesk 2014 suites includes Autodesk 360, which connects the desktop to secure and virtually infinite computing power in the cloud, giving users the advantage of being able to rapidly design, visualize, simulate, and share their ideas anywhere, anytime. The suite also introduces Autodesk InfraWorks software and Autodesk InfraWorks 360 cloud services--new tools designed to help accelerate the adoption of Building Information Modeling (BIM) and cloud-based workflows for the planning, design, construction and management of civil infrastructure projects. Autodesk InfraWorks allows civil engineers and planners to design within the context of the real-world environment, helping to deliver projects, both large and small, by more efficiently managing even large-scale infrastructure models. Lastly, the new additions allow collaboration with a broad set of stakeholders on mobile and desktop platforms and enable communication in new

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