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HP Autodesk University Preview

Take the HP Technology Tour at AU 2009.

By Robert Green, *Cadalyst* Contributing Expert



If you're one of the thousands of CAD professionals headed to Autodesk University 2009 in Las Vegas this year, you can check out a wide variety of CAD-related technology from HP while you're there. Held at the Mandalay Bay Resort on December 1-3, Autodesk University (AU) allows Autodesk software users to partake in all manner of classes and hands-on labs as well as a large exhibit show for interaction with

vendors, including HP.

HP's theme for AU is "Take the Technology Tour," and that theme is backed by a large show presence with demo opportunities for not just HP technology but also products from partners that enhance HP's CAD presence. If you're willing to invest just a few minutes to take the tour, make sure to sign up for a chance to win some of HP's amazing prizes. When you are in Las Vegas you could be one of the lucky ones. Who knows what fun HP could have in store for you?

The AU Show Floor

The hub for HP's technology tour is the AU exhibit show floor. The show floor is large and will be packed with opportunities to see new products, ask questions, and network with fellow CAD professionals. At this year's AU, HP will have a large booth area with all manner of desktop and mobile workstations, monitors, large-format printers, and unique software solutions. HP computers will be running Autodesk software titles such as AutoCAD, Revit, Inventor, Studio Max, Maya, and Newport to name a few.

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From Our Partners



A typical scene from the AU 2008 show floor.

So what items should you look out for as you explore the HP booth? Here are a few items and technologies that should interest CAD professionals.

Workstations

An assortment of HP workstations will be on display in the HP booth, and they will be running a variety of Autodesk software titles, as well as demonstrating HP's unique personal productivity applications

If mobility is your primary need, check out the HP EliteBook mobile workstations with Intel Core 2 Duo or Core 2 Extreme processors, shock resistant drives, and NVIDIA or ATI high-performance graphics subsystems. Or if staying put is more your style, then test-drive an HP Z Series Workstation for uncompromising desktop performance based on Intel Xeon 5500 series multicore processors.



HP will demonstrate mobile workstations (such as the HP EliteBook 8530w on the left) and HP Z Workstations (such as the Z400, Z600, and Z800 shown at right) at AU 2009.

The Z800 Challenge

Why not learn with your hands and take the Z800 tear-down challenge? To demonstrate the HP Z800's tool-less chassis, you'll be challenged to completely tear down and reassemble an HP Z800 Workstation at the HP booth. Sounds hard? No, it's simple. Give it a try and find out what tool-less really means. And believe me it won't take long.

HP will be giving away an HP Z400 Workstation with a 24" diagonal color display and an HP Designjet T620 large-format plotter, and three NVIDIA Quadro FX 3800 graphics cards to lucky booth visitors, so don't miss out on your chance to win.

Learn about the new Intel® Core™ i7 Processor

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Learn more about the powerful new capabilities of AutoCAD 2010.

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HP AT AU

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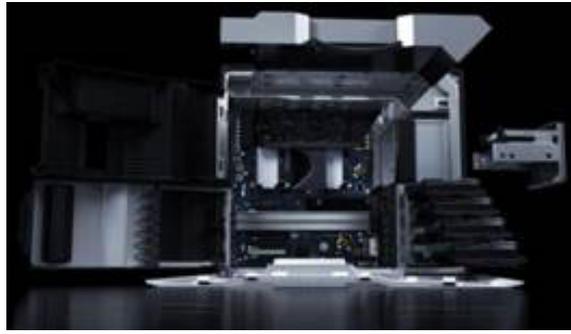
Cadalyst Product of the Year:
HP xw4600

All-Star awards honor the best of

the best — the most outstanding among all hardware and software products that earned Highly Recommended ratings from Cadalyst Labs over the past year.

The editors' pick for 2008 for hardware is the HP xw4600 and LP3065 30" LCD workstation/display combo (\$3,775).

The HP xw4600 workstation is based on a proprietary Foxconn



HP's Z800 Workstation uses a tool-free chassis that makes tear down and reassembly simple.

Large-Format Designjet Printers

HP's new Designjet T1200 and T770 HDV Printers address high- and medium-volume CAD usage environments, respectively. Growing workgroups need large-format printers that can handle their pace, and the HP Designjet T1200 Printer — with two online rolls and the Smart Switching feature, a 300-milliliter HP 726 matte black ink cartridge for unattended printing, and speeds delivering two D-sized prints per minute — keeps demanding workgroups productive. Medium to small teams looking for fast, easy CAD printing and 44-inch capabilities will appreciate the HP Designjet T770 Hard Disk Version Printer's easy-to-access top loading roll, expandable memory (8 GB maximum), and fast print speeds — more than two D-sized prints per minute. Along with these new printers, HP offers improved productivity, workflow, cost control, and management solutions — including HP Instant Printing Utility 3.0, Serif PosterDesignjer Pro, SCP Reprocontrol for HP, and HP Designjet Accounting Tool 3.0 — to further enhance user printing experience.



The new HP Designjet T1200 (left) and T770 HDV (right) printer series are just two of the large-format printers that HP will display at its AU 2009 booth.

HP DreamColor

Introduced in 2008 along with DreamWorks Animation, the HP DreamColor LP2480zx Professional Display upped the bar on realistic color display. The concept of simply being able to see the same colors on your screen that you'll see when your design is produced will be demonstrated at AU. HP will be showing for color comparisons an actual toy as the product, its image on the DreamColor Screen, and printed on a large-format printer. If your job involves color selection, be sure to check this out.

motherboard that uses the Intel X38 Express chipset; the system *Cadalyst* tested had an Intel Core 2 Duo E6850 processor rated at 3.0 GHz with a front-side bus speed of 1,333 MHz. In June 2008, reviewer Ron LaFon found the LP3065 30" LCD monitor to be "both pleasing and very useful" and judged the pricing, performance, and overall quality of the combo system to be ideal for a broad range of work.



The HP DreamColor LP2480zx Professional Display achieves 30-bit color accuracy (topping 1 billion color combinations) with enhanced backlighting control and high contrast ratio.

Latest Graphics Cards

To take full advantage of the HP DreamColor display and workstation processor power, you'll want a high-power video processor. In fact now that I think about it, I've never met a CAD user who hasn't wanted a high-power graphics card.

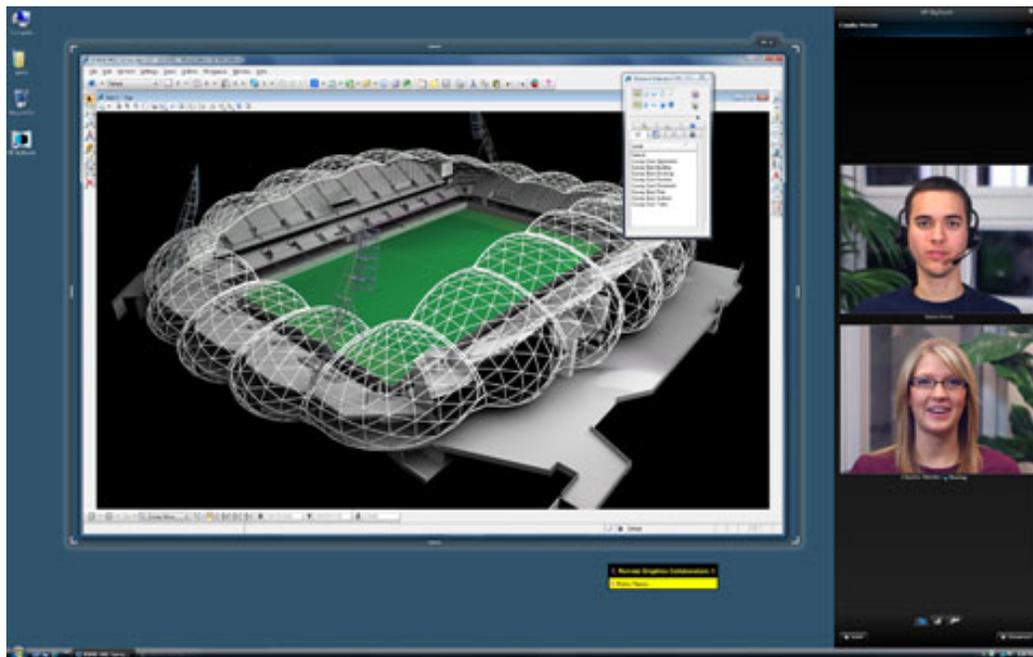
NVIDIA and ATI representatives will be present at HP's booth to answer your questions about CAD video processors and show off their products. ATI will be demonstrating its latest graphics cards, and NVIDIA will be showing why professionals need more graphics power and comparing the two systems. Seeing is believing.

HP SkyRoom Demos and Training in Reef B

HP's new SkyRoom software will be installed on all workstations at the HP booth, so you'll have a chance to view this innovative new technology firsthand. HP SkyRoom uses remote graphics technologies to achieve smooth, jerk-free video; better-than-telephone quality audio; and desktop sharing at resolutions as high as 2,560 x 1,600 with 28-frame per second video performance for as many as four concurrent users -- all without any monthly fees!



In fact, HP SkyRoom will even have its own demo lounge at AU 2009, so you can get take a real-world test-drive of this compelling new technology outside of show floor hours. You can experience hands-on training and take a short HP video tutorial to learn how it really works. Located in the Reef B room (on the first floor near the exhibit area), the HP SkyRoom demo lounge will have fully functional demo machines and access to HP SkyRoom product team specialists to answer your questions during normal AU hours, so you can take advantage of class breaks even if the show floor isn't open.



HP SkyRoom provides high-quality sound, video, and desktop sharing tools for as many as four users without any subscription fees.

While you're visiting the HP SkyRoom demo lounge, make sure to sign up to win one of the many headset/webcam packages that will be given away.

Windows 7

Have you seen this yet? HP will be demonstrating Windows 7 in the HP booth and talking about its features. Why not stop, see it, and even try it?

Performance-Tuning Framework

HP's Performance-Tuning Framework (PTF) is a software utility that is specific to HP workstations and that allows each application installed on a workstation to be set up properly, as well as assist in optimizing the desktop performance to your specific needs. With PTF, users can tune their main CAD applications, understand memory needs and settings to make sure they are optimal, and access valuable information about their workstations. When coupled with the new Intel Xeon 5500 series multiple-core processors used in the HP Z Workstations, this performance tuning offers powerful control of the software environment.

Parallels: Virtual Machines

Do you still have legacy applications that require older 32-bit operating systems and thus won't run on your new 64-bit operating system-equipped workstations? Are you worried that when you move to Windows 7, you will still have contractual obligations that require applications running on Windows XP? Rather than wrestling with multiple partition boot sectors and logging in with different operating systems, you may want to look at the Parallels Desktop 4.0 software, which will be on display at the HP booth. See how virtual desktop machines will fit into your future.

Great Deals

If you need a great deal, be sure to ask, because HP will have show specials with great offers for Autodesk University attendees. You can pick up product information,

exchange contact information, and meet a few new technology friends in the process

Take the HP Technology Tour

As you can see, HP is going to be busy showing off a lot of valuable new CAD technology at Autodesk University 2009. So if you're attending AU, be sure to take the HP Technology Tour: check out what's new, ask questions, and maybe even have some fun!

About the Author

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Robert provides CAD implementation, consulting, and programming services for a variety of companies throughout the United States and Canada. He holds a degree in mechanical engineering from the Georgia Institute of Technology and is the author of *Expert CAD Management: The Complete Guide*. Reach him via his web site at www.cad-manager.com.

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