

## Autodesk® 3ds Max® 2010 and Autodesk® 3ds Max® Design 2010 Software Self-Select Program Autodesk Reseller Frequently Asked Questions (FAQ)

### 1. What is the Autodesk® 3ds Max®/Autodesk® 3ds Max® Design Self-Select program?

Until December 31, 2009, Autodesk is giving any Autodesk® 3ds Max® 2010 or Autodesk® 3ds Max Design 2010 customer a one-time opportunity to move from an Autodesk 3ds Max 2010 to an Autodesk 3ds Max Design 2010 license (or vice versa) at no additional charge (other than applicable shipping costs).

### 2. Why is Autodesk doing this?

Autodesk wants customers and channel partners to be comfortable about the change in licensing policies that was introduced with the 2010 releases of 3ds Max and 3ds Max Design. Some customers have been concerned about “choosing” one version or the other without having enough information to determine which product is more relevant to their business needs. This new program gives them additional time to make a decision at no charge (other than shipping costs).

### 3. Which customers does this program apply to?

Any customer who has a copy of 3ds Max 2010 or 3ds Max Design 2010 and hasn't already used the self-select program to cross-grade can use this program. Customers may only cross-grade a license once in the 2009 calendar year.

### 4. What are the differences between Autodesk 3ds Max and Autodesk 3ds Max Design products?

For information on the features and benefits of each version, please refer to <http://www.autodesk.com/my3dsmax>

### 5. If my customers did not get Autodesk 3ds Max Design to evaluate, how can I get them a copy?

If customers wish to evaluate either Autodesk 3ds Max or Autodesk 3ds Max Design, please refer them to the 30-day trial page at [www.autodesk.com/3dsmaxtrial](http://www.autodesk.com/3dsmaxtrial).

### 6. When will customers receive communications regarding this program?

Autodesk will contact select customers; however we are relying on our VARs to communicate this information to their current 3ds Max and 3ds Max Design customers.

### 7. When is this effective?

This new program became effective beginning with the price lists effective March 24, 2009 and will continue until December 31, 2009.

### 8. What happens if a customer selects 3ds Max, and I am not authorized to sell licenses of 3ds Max?

Please contact your Partner Manager or Autodesk representative for information on how to transition customers if you are not authorized to sell 3ds Max software licenses.

**9. What about 3ds Max Design in the new AutoCAD Revit Architecture Visualization Suite and AutoCAD Visualization Suite?**

Customers who receive 3ds Max Design 2010 as part of their suite will not be able to cross-grade to 3ds Max 2010.

**10. What is the process for customers to take advantage of the Self-Select program?**

- Customers should contact their reseller to take advantage of the Self-Select program.
- Customers with 3ds Max 2010:
  - There is a no-charge Self-Select SKU to 3ds Max Design 2010
- Customers with 3ds Max Design 2010:
  - There is a no-charge Self-Select SKU to 3ds Max 2010
- Customers on 3ds Max versions prior to 2010:
  - Customers must first upgrade to the latest version. They can then cross-grade using the no-charge Self-Select SKU.
- Customers on 3ds Max Design versions prior to 2010:
  - Customers must first upgrade to the latest version. They can then cross-grade using the no-charge Self-Select SKU.
- Once the request has been processed, an order confirmation email will be sent to the Contract Manager and the Reseller of record. Note: PO number field indicates “3dsMax Self Select-No Charge”
- A new serial number will be assigned to the product cross-graded to in the system. A new package will be shipped (shipping charges will apply).

**11. Can a customer also request a change to the product release, language or deployment when they choose to cross-grade from a 3ds Max or 3ds Max Design license?**

Yes, customers can make this request to their authorized reseller through standard processes.

**12. Can the customer split their seat count between 3ds Max and 3ds Max Design licenses?**

No, all seats must be either 3ds Max or 3ds Max Design. All seats of a given serial number will be changed to reflect the product that the customer requested.

**13. Once the cross-grade occurs, will the customer still be able to request a reactivation code for their original product?**

No. According to the Autodesk® Subscription Terms and Conditions or End User License Agreement (EULA), once you cross-grade, you will only be able to use and request a reactivation code for the product you cross-graded to.

**14. What if a customer changes his/her mind after cross-grading?**

Customers may only use this program to cross-grade once in the calendar year 2009, regardless of whether or not they have an active subscription contract.

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