

Corporate Overview

MasterGraphics is one of the upper Midwest's leading providers of technology solutions for the manufacturing, building and education communities. Serving as a trusted advisor to its clients, MasterGraphics helps to streamline their design processes and utilization of CAD data to increase productivity, cost effectiveness and accuracy.

Managing the Entire Flow of Data

Managing design data is a complex task for many organizations. "Where many companies often consider technology and software as a total design solution, our industry experts assess the challenges of a business's operations and consider the entire project lifecycle, from design through dissemination of information to all project partners," said Michael Wilkes, president of MasterGraphics. "By assessing these unique business issues, we are able to determine how digital technology can enhance the entire engineering design cycle."

MasterGraphics is a value-added solutions provider that embraces a practical approach to technology. Encompassing a wide range of customized solutions supporting the design, management and distribution of project data, MasterGraphics' offerings include: Design Process and Systems Assessment; Project Consulting; CAD Technology and Training; Document Management Solutions; Data Management; Digital Imaging and Distribution; and Large-Format Printing Solutions.

Linking Education and Industry

An Autodesk® Premier Solutions Provider (PSP) for academic achievement, MasterGraphics provides educators in the K-12 and higher education markets with curriculum and programs that expose students of all ages to the exciting fields of mechanical and architectural design.

Primary Education

MasterGraphics implements and trains K – 12 educators on programs like Autodesk Design Academy (ADA) and Autodesk Design Kids, introducing students to real-world applications through pre-engineering curriculum that also fulfills math and science requirements. Other programs such as Animation Academy also cover core subject matter while allowing students to learn effective methods to visually communicate technical ideas, explore scientific concepts and hone their presentation skills.

Autodesk and MasterGraphics also participate in Project Lead the Way (PLTW), a national, not-for-profit organization that promotes pre-engineering courses for middle- and high-school students. PLTW's goal is to foster working relationships between schools and the private sector to increase the quantity and quality of engineers and engineering technologists graduating from education programs.

Higher Education

In post-secondary institutions, Autodesk® Design Institute (ADI) provides design tools for architecture, interior design, mechanical engineering, manufacturing, civil engineering, geographic information systems, 3D modeling and visualization. MasterGraphics offers targeted training to assist educators with curriculum development and to keep them current on their skills to provide the best possible experience for students in degree programs.

MasterGraphics recently joined forces with Milwaukee Area Technical College's Oak Creek campus to support the development of a new building dedicated to preparing students for careers in manufacturing. The ECAM (Energy Conservation and Advanced Manufacturing) project includes the construction of a \$9 million, 32,500-square-foot building that's slated to open in the fall of 2007.

"Our relationships with educators and the education community are vital to our commitment to foster and promote engineering as a career," Wilkes explained. "As talented professionals retire from the field, we need to ensure that competent, well-educated engineering graduates are available to fill the void. We're reversing the 'brain drain' trend that some industries worry about. We're proactively working to be sure that engineering professionals are trained well and stay right here in our labor pool."

Industry Experts

Employing a team of professionals with superior application expertise and real-world implementation experience, MasterGraphics is recognized as one of the industry's leading software support resources. Its application engineers are Autodesk® Approved Instructors (AAI) and many hold certifications in their discipline. MasterGraphics' engineers actively support the following services: software support services; student training and instruction; standard and customized curriculum development; software development and testing; and consulting and project management.

MasterGraphics holds three Premier Solutions Provider (PSP) designations for academic, manufacturing and architectural accomplishment from Autodesk®, the world's leading CAD software company. In addition to recognizing achievement in software and training, PSPs demonstrate technical and industry expertise that includes a strong knowledge of customers' business needs to provide pre- and post-sales support, implementation and customization.

An Autodesk Authorized Training Center (ATC®), MasterGraphics fosters professional development and career advancement through its five MasterAcademy™ Professional Learning Centers throughout the Upper Midwest.

MasterGraphics began serving Wisconsin's architectural community as a reprographics firm in 1949. During the 50-plus years that followed, the company evolved into a multifaceted provider to the manufacturing, architecture and education sectors. MasterGraphics has offices in Milwaukee, Appleton, Wis., Minneapolis and Chicago. The company is headquartered in Madison, Wis.