'Scary Fast' Design Power

Archicad Collaborate

As seen at Apple's **MacBook Pro M3** 'Scary Fast' event.

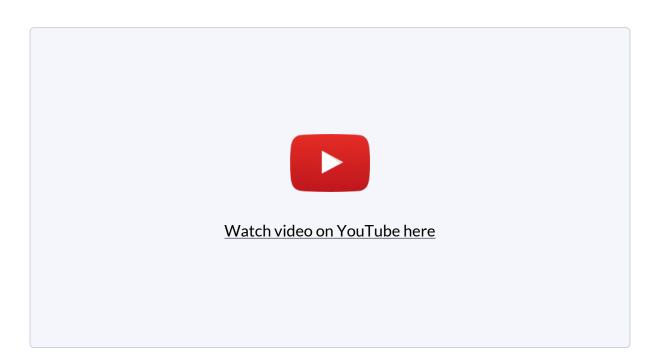Oct 31, 2023 15:04 CET

Archicad is 'Scary Fast' on Mac

BUDAPEST, October 31, 2023 — Graphisoft,the leading Building Information Modeling (BIM) software solution developer for architecture and multidisciplinary design, is featured by Apple in their recent global launch, in which the tech giant unveiled the latest MacBook Pro and the iMac. Supercharged by the M3 family of chips, Apple chose Archicad to demonstrate unprecedented speed and versatility on the new Macs.

Apple has revealed significant technological advances in the MacBook Pro and the 24-inch iMac featuring the M3 chip, showing how the software seamlessly works with the hardware, resulting in a powerful and efficient workflow. The high-speed performance delivered by the combination of Archicad and Apple Mac devices promises to turbo-charge architectural

design.

[The ad highlighted the design workflows](#) used in the Cox Graae + Spack-designed [Duke Ellington School of the Arts](#) in Washington, DC. "We're excited that Apple has recognized Archicad as the perfect BIM software solution to show off the speed, power, and versatility of the new MacBook Pro," said Marton Kiss, Vice President of Product Success at Graphisoft. "Archicad is the obvious choice for architects using Mac computers," he added.

Watch the ad

[Watch video on YouTube here](#)

Archicad
Archicad's powerful built-in tools and user-friendly interface make it the most efficient and intuitive BIM software on the market. Featuring out-of-the-box design documentation, one-click publishing, photo-realistic rendering, and best-in-class analysis, Archicad lets architects focus on what they do best: design great buildings.

With a continuous focus on project manageability, Archicad's most recent updates deliver highly requested additions, increasing design team efficiency. Improved consistency and new productivity tools make designing with Archicad faster and more enjoyable — even for architects switching from other design platforms. "Graphisoft is available on all platforms, and native Apple Silicon support for Archicad means users can take advantage of Apple's

latest hardware innovations," Kiss said. [Learn more about what's new in Archicad](#).

Archicad Collaborate

This subscription-based offer combines the power of Archicad, BIMx, and BIMcloud SaaS for fast, efficient, and secure access to shared projects in real time — all at an affordable price. Unlike other BIM software providers that charge additional fees for cloud services, Archicad Collaborate lowers the barrier to entry by offering award-winning BIMcloud SaaS as part of the Archicad subscription price in the user-friendly online Graphisoft Store. [Learn more about Archicad Collaborate](#).

Apple + Graphisoft

The relationship between Apple and Graphisoft can be traced to the 1980s when Steve Jobs came across an early version of Archicad. His first impressions of the software led him to throw Apple's support behind the further development of Archicad. Graphisoft was a small company with limited resources, working within the economic and political confines of what was then communist Hungary. Jobs also introduced Graphisoft to Apple's worldwide distribution network.

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About Apple

[Apple](#) revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services, including the App Store, Apple Music, Apple Pay, and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth and to leaving the world better than we found it.

About Graphisoft

[Graphisoft](#)® empowers teams to design great buildings through award-winning software solutions, learning programs, and professional services for the AEC industry. **Archicad**®, the architects' BIM software of choice, offers a

complete end-to-end design and documentation workflow for architectural and integrated architectural and engineering practices of any size. **BIMx®**, the most popular mobile and web BIM app, extends the BIM experience to include all stakeholders in the building design, delivery, and operations lifecycle. **BIMcloud®**, the AEC industry's first and most advanced cloud-based team collaboration solution, makes real-time collaboration possible across the globe regardless of the size of the project and the speed or quality of the team members' network connection. **DDScad**'s intelligent MEP design tools, integrated calculations, and comprehensive documentation solutions combine great architecture with peak building performance. Graphisoft is part of the Nemetschek Group. To learn more, visit www.graphisoft.com

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