

History of IntelliCAD and the ITC

Boomerang Technology

Originally code-named "Phoenix" the IntelliCAD project came to life when Visio Corporation acquired certain assets of Boomerang Technology Inc., a privately held developer of DWG compatible software, located in San Diego, CA.

Under the terms of the agreement, Visio acquired source code and certain other assets for cash payments totalling US\$6.7 million.

Under a prior separate arrangement, Visio employed nine developers from Boomerang Technology Inc. who remained located in San Diego, CA, and who would continue to develop the AutoCAD-compatible technology.

Visio Corporation

Visio Corp. had long held a strong presence in the technical drawing market with Visio Technical. Visio Technical, on the market since December 1994, already held a 52% market share in units among comparably priced products sold through retailers and corporate resellers in the technical drawing category (PC Data, Q3, 1996, Distributors Report, US). Being able to offer a product such as IntelliCAD enabled Visio to better meet the needs of its existing users and open the door to new users who need the precision, functionality and features that this product offers.

"We see this acquisition as an important development in our long-term strategy to become a leader in the technical drawing market," said Jeremy Jaech, president and CEO of Visio Corp. "The Boomerang technology is unique and powerful in that it marries traditional CAD with the latest in Windows technology, without sacrificing any compatibility with existing AutoCAD-based drawings or solutions."

The first IntelliCAD preview beta version was release to wide public scrutiny late in November 1997. A second preview beta version was released in February 1998 and was not timed to expire until June 1998.

"The combination of Visio's market approach of making technical drawing available to a broad market, along with Boomerang's extensive AutoCAD compatibility, creates an opportunity for users and developers to preserve their investment in existing drawings and applications without being locked into expensive, high-end tools like AutoCAD," said Mike Bailey, president and CEO of Boomerang Technology Inc.

Consensus among beta testers is that IntelliCAD is a good solid, application that delivers on the claims that many felt were extraordinary and almost too good to be true. Extensive use of Windows facilities such as multiple document interface and built-in Visual Basic for Applications have been well-received. Native support for DWG documents and the high level of compatibility with AutoLISP and AutoCAD commands provide a new benchmark in the functionality/price equation. The commercial release was made available in March 1998 and includes a number of features not previously seen in the beta previews.

"We are very excited about this acquisition by Visio and believe that both customers and developers will appreciate the possibility of having a viable option to Autodesk's AutoCAD technology," said Bob Palioca, Chairman and CEO of Ketiv Technologies, a leading developer of AutoCAD AEC software.

The IntelliCAD Technology Consortium

Late in 1999 after almost 18 months of marketing IntelliCAD 98, Visio surprised everyone by effectively divesting itself of IntelliCAD. It set up the IntelliCAD Technology Consortium and granted this independent body perpetual license to the IntelliCAD 2000 code base. The source code for IntelliCAD became available to anyone who cared to join the ITC. A license fee is levied on any party using the code in any commercial derivative and strict provisions are placed on its distribution.

In addition to the IntelliCAD license, Visio licensed the award winning vertical architectural application ArchT to the consortium. Members of the ITC now had a vertical application they could license and ship with IntelliCAD as a complete solution.

Since 1999, the IntelliCAD Technology Consortium has released several new versions of the groundbreaking IntelliCAD technology and built the infrastructure to support the members Application Development efforts. Using state of the art development tools, including defect tracking and source code repositories, both the ITC's development teams and the member's developers can get instant access to the latest status of the technology.

The Intellectual capital of the ITC has continued to grow as we have invested in a worldwide network of software developers who are familiar with the architecture and inner workings of the IntelliCAD code base.

IntelliCAD has continued to grow in the international market, currently sold in over 7 languages and over 30 countries.

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