



Autodesk Media and Entertainment at National Association of Broadcasters 2005 Convention

April 18, 2005

LAS VEGAS, NAB (Booth #SL1920), April 18, 2005 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK) today opened its "Greater Than One" exhibition at the National Association of Broadcasters Convention (NAB) in Las Vegas. Autodesk is showcasing a powerful product line-up designed to help broadcasters, post-production facilities, and film and broadcast production companies realize their ideas.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO>)

Martin Vann, vice president of Sales, Marketing and Support for Autodesk's Media and Entertainment Division, said, "Our 'Greater Than One' exhibition encapsulates many important themes, including our clients' adoption of integrated workflows, our continued commitment to working proactively with our customers as we design, build, validate and test our solutions, and of course, our groundbreaking new technology for collaborative feature film compositing -- Autodesk(R) Toxik(TM). From Toxik to our Autodesk(R) Stone(R) Shared storage area network, we're raising the bar for collaboration."

At NAB, Autodesk's entire booth is once again a real-world example of the next-generation in data-centric media production facilities, featuring one of the most powerful and comprehensive post-production workflows ever designed. Based on a Gigabit Ethernet IT backbone, the Autodesk booth is a single interconnected unit combining Autodesk's Stone Shared storage area network, Autodesk Switchable Storage and Maximum Throughput's network attached storage (NAS) architecture with desktop computers and high-performance workstations that can scale from desktop graphic design to real-time digital intermediates (DI) production.

Major Announcements

Autodesk's recent announcements include:

- The signing of a definitive agreement to acquire substantially all of the assets of Colorfront(TM) Ltd., the leading developer of color correction technology for film studios and digital film laboratories
- The introduction of Autodesk Toxik -- new creative and collaborative software for feature film visual effects
- The extension of Autodesk Consulting's services to the media and entertainment industry
- New versions of visual effects and editing systems, including Discreet(R) Inferno(R) 6.2, Discreet(R) Flame(R) 9.2, Discreet(R) Flint(R) 9.2, Discreet(R) Fire(R) 6.7 and Discreet(R) Smoke(R) 6.7 including support for the Apple(R) Final Cut Pro(R) .XML meta-data exchange format
- New HD I/O capabilities for Flint 9.2 visual effects system and Smoke 6.7 editing systems
- The introduction of the Autodesk TV Suite featuring Flint and Smoke and the Autodesk DI Suite featuring Flame and Smoke DI
- The introduction of Discreet(R) Lustre 2.6 and Autodesk(R) Incinerator(TM) 1 - an inline cluster of configurable processing units that enhance the Lustre system's real-time performance
- A partnership with ARRI Digital Systems to provide custom-generated 3D mesh look-up tables to film studios and post-production facilities that are using digital film tools from both Autodesk and ARRI
- The adoption of Autodesk Stone Shared by leading post-production facilities LaserPacific Media, Optimus and Century Communication
- Evaluation of the Silicon Graphics Prism(TM) technology for the Inferno visual effects system and Fire editing system
- A partnership with Maximum Throughput for Autodesk to resell Sledgehammer NAS, SDIO, and HDIO

More information on these announcements is available at www.discreet.com/press.

Technology Demonstrations

The following Autodesk technology demonstrations are featured at Autodesk's NAB booth:

- Lustre-based technology running on an Apple G4 laptop computer
- Lustre-based technology for GPU grading showing the ability to color grade multiple 2K secondaries in real time
- Editing and effects technology on a new 64-bit architecture and other new product technologies based on the Discreet Inferno, Flame, Flint, Fire and Smoke systems

After-Hours Events

Autodesk is hosting after-hours events at its booth (#SL1920) on the first two days of NAB:

- HD TV Event: Monday, April 18 at 6:15 p.m.
- DI Event: Tuesday, April 19 at 6:15 p.m.

Client Demonstrations

Throughout NAB, some of the industry's greatest talent will be demonstrating how they created awe-inspiring digital content using Autodesk's solutions. The line-up includes digital artists from VIACOM Boston, rhinofx, Technicolor Toronto, The Orphanage, Industrial Light & Magic, Sony Pictures Imageworks, Eclair Laboratoires, R!OT and Base 2 Studios.

Autodesk's NAB booth (#SL1920) is located in the South Hall of the Las Vegas Convention Center, from April 18-21, 2005.

About Autodesk

Autodesk, Inc. is wholly focused on ensuring that great ideas are turned into reality. With six million users, Autodesk is the world's leading software and services company for the building, manufacturing, infrastructure, media and entertainment, and wireless data services fields. Autodesk's solutions help

customers create, manage, and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency, and maximizing profits.

Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit www.autodesk.com.

NOTE: Autodesk, Discreet, Toxik, Lustre, Inferno, Flame, Flint, Fire, Smoke, Stone and Incinerator are either registered trademarks or trademarks of Autodesk, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

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