AUTODESK.

WEBZEN, Inc. Standardizes Game Development Pipeline on Autodesk 3ds Max

May 17, 2005

Leading Korean Game Developer Realizes Its Ideas for Next-Generation Game Development With 70 Seat Investment of 3ds Max(R) Software

SAN RAFAEL, Calif., May 17 /PRNewswire-FirstCall/ -- Autodesk Inc. (Nasdaq: ADSK) today announced that leading Korean game developer WEBZEN, Inc. has significantly expanded its 3D production pipeline to a total of 70 seats of 3ds Max 3D animation software. 3ds Max is the 3D product of choice for top game developers around the globe, and has been instrumental in the creation of many recent top-selling game titles, including Tom Clancy's Splinter Cell Chaos Theory (Ubisoft), Jade Empire (BioWare), Prince of Persia: Warrior Within (Ubisoft), World of Warcraft (Relic Games), Pariah (Digital Extremes) and many others. WEBZEN is among the core publishers recently announced by Microsoft that have committed to the high-definition era with support for the next-generation Xbox(R) 360 platform.

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

WEBZEN created its first game product, Mu-Online, a popular massively multiplayer online role-playing game (MMORPG) using 3ds Max, in 2003. The studio has expanded its 3D development pipeline to prepare for forthcoming MMORPG titles Sun (Soul of the Ultimate Nation) and Huxley. Autodesk 3ds Max software played a key role in this expansion as the key component of WEBZEN's 3D workflow process, which now also includes re-purposing in-game assets to create full motion video (FMV) game scenes. In evaluating 3D applications, the WEBZEN team had a number of key criteria, including compatibility with game development environments and game engines, along with advanced features such as normal mapping, intuitive and easy-to-use modeling and texturing, and built-in character animation tools.

"3ds Max software fit our development criteria, and more -- it is simply the best tool for the development of our games. We can work more productively using 3ds Max than any other 3D solution because the tools are reliable and there is a long history of compatibility and flexibility with both off-the-shelf and proprietary game engines," said In-Kyun Hong, Product Director of Sun-Studio for WEBZEN, Inc.

"Furthermore, standardizing on 3ds Max allows us to recruit the best game developers in the country as more Korean game developers and 3D artists use and are trained in 3ds Max," added In-Kyun Hong.

The production efficiencies achieved by working with 3ds Max also made the application a logical choice for WEBZEN. Reduced R&D time was a huge consideration, as 3ds Max data has already been tested within the company's game engines and development environments. Character Studio, the exclusive character animation tools now a part of 3ds Max, also makes the creation of realistic characters easier than ever before. Finally, 3ds Max software allows WEBZEN to achieve the level of graphic quality and sophistication in its games that WEBZEN customers have grown to expect, and to create and render FMV scenes that give its new titles even greater impact in the Korean game market.

"Top game developers worldwide have standardized their 3D development around 3ds Max software, and we are pleased to add WEBZEN to this rapidly growing list," commented Marc Petit, Autodesk vice president of product development and operations. "We work very closely with our customers in the game development marketplace to give them a development platform that helps them realize their ideas for creating cutting edge games. We will stay forefront in continuing to service this important and growing market with innovative new tools to meet the demands of evolving game consoles, engines and consumers."

Visit Autodesk at the 2005 E3 (Electronic Entertainment Expo) in Los Angeles, CA, May 18-20, 2005, in the Concourse Hall, Suite 5018, to learn more about 3ds Max and the company's creative tools for game developers. WEBZEN, Inc. will also be exhibiting at E3 from a 9000 square-foot booth, #700, in the South Hall of the Los Angeles Convention Center.

About WEBZEN, Inc.

WEBZEN, Inc. is a world leading developer of games and innovative on-line games technologies. WEBZEN aims to compete as a globally recognized game developer, already having achieved critical mass in Asian markets with publishing divisions in Taiwan, China, Japan and Thailand. WEBZEN, Inc. is bringing its next blockbuster product, Sun, and other online game titles to the US market later this year. For more information about WEBZEN, Inc., go to www.webzen.com.

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 and 3ds Max are registered trademarks of Autodesk, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

CONTACT: Kevin G. Clark of Autodesk, +1-415-547-2457, or kevin.g.clark@autodesk.com.

SOURCE Autodesk, Inc.
05/17/2005
CONTACT: Kevin G. Clark of Autodesk, +1-415-547-2457, or kevin.g.clark@autodesk.com
Photo: http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO
AP Archive: http://photoarchive.ap.org
PRN Photo Desk, photodesk@prnewswire.com

Web site: http://www.autodesk.com
Web site: http://www.webzen.com