



Autodesk Launches Developer Program as Momentum and Demand Escalate for Mobile Location-Based Services

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Leader in Wireless Location-based Services and Solutions Offers Comprehensive Program for BREW Developers to Realize Ideas Through Building, Testing and Deployment of Location-based Applications

BREW 2005 Conference, SAN DIEGO, June 1 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK), today announced the launch of the Autodesk Location Services Developer Program. The initial focus of the program will be on the BREW(R) developer community as it continues to pursue the delivery of world-class location-based services applications to the market. The program offers a solid geoservices and location privacy management platform architecture, standards-based APIs for the web and BREW APIs for handsets as well as technical documentation and support. Autodesk's BREW API makes it easy to add location and location-specific information to BREW applications without the up-front and ongoing costs of maintaining a separate server-side location-based services infrastructure.

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

Wireless carriers around the world are beginning to location-enable their networks, allowing exciting new opportunities for application developers. International BREW developers and wireless carriers have introduced location technology into existing and new services with early signs of commercial success.

"The success of location-based services will be driven by application developers who deliver compelling and relevant applications to the consumer and enterprise markets," said Joe Astroth, vice president of Autodesk Location Services. "Our developer program provides the tools and assistance developers need to quickly build location-based applications. We expect BREW developers to lead the way in producing location applications that drive incremental revenue for all companies in the ecosystem over the coming years."

"Frost & Sullivan has recognized Autodesk Location Services two years in a row with the Location-based Services Innovative Product Suite Award," said Brent Iadarola, Frost & Sullivan Industry Research Manager. "Our research shows that 2005 is the year that top-tier wireless operators are adding location to their networks and programs. The Autodesk Location Services Developer Program, in combination with Autodesk's highly scalable and standards-based platform, LocationLogic, will provide the tools that developers need to expedite the development of location-based applications for wireless operators worldwide."

Autodesk is a leader in the wireless market with a comprehensive middleware platform that the company is exposing to the BREW developer community through BREW extensions. The company offers excellent core geoservices with high availability, standards-based APIs for the web and BREW APIs for the handset as well as extensive technical documentation and support. Autodesk is committed to working with experienced BREW developers to deliver compelling applications and services to this emerging market.

How to Register

Developers may register for the program at www.autodesk.com/locationservices/partners/developerprogram.cfm. Autodesk is excited to deliver a full program to developers and provide the right tools and resources to be successful in delivering location-based services to the consumer and enterprise market. Autodesk is a sponsor at the BREW 2005 Conference and will have representatives on hand to discuss the program and how location services can help drive revenue and value.

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, digital media and wireless data services fields. Autodesk's solutions help customers create, manage and share their digital assets more effectively. As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency and maximizing profits.

Autodesk Location Services, a division of Autodesk, Inc., provides a complete solution that enables wireless network operators to quickly and reliably offer location-based services to their subscribers. Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit <http://www.autodesk.com> .

NOTE: Autodesk is a registered trademark of Autodesk, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders. Participation in the Autodesk Location Services Developer Program is subject to the program agreement terms and conditions. Acceptance into the program is at Autodesk's sole discretion.

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