



China's Largest National Television Network Retools for High-Definition Broadcasting with Autodesk Solutions

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BEIJING, June 23, 2005 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that China Central Television (CCTV), China's largest national television network, has expanded its post-production pipeline with media and entertainment solutions from Autodesk. This expansion enables CCTV to centralize its in-house broadcast graphics, offer high-definition (HD) programming, and prepare for the broadcasting of the 2008 Beijing Olympic Games. CCTV is using Autodesk's solutions to help them realize their ideas for sophisticated promo packages, network IDs and show opens for CCTV channels.

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

CCTV has relied on Autodesk's Discreet Flint and Discreet Flame visual effects systems since 1994. The network's post-production pipeline expansion includes the addition of two Discreet Flame systems and two Discreet Smoke editing and finishing systems, along with several seats of Autodesk Combustion desktop compositing software and Autodesk 3ds Max 3D animation software. Further workflow efficiencies are enabled by Autodesk Backdraft, a pipeline media management and input-output (I/O) solution.

"With each solution purchase, we must take into consideration both the current and future demands of graphics packages for an ever-increasing slate of programs," said Cui Jian Wei, director of Post Production at CCTV. "Reliability, productivity and flexibility are our main evaluation criteria. Autodesk's solutions fit in with our existing workflow model and provide the capabilities and overall pipeline management to ease our expansion into HD production and our preparation for the Olympics, while allowing for a growing volume of content to be produced."

The vast requirements of CCTV, among the most prolific producers of television content in China, include strong and flexible network management capabilities. Autodesk solutions meet these needs, providing scalable systems and software that can be employed together or separately, depending upon a project's particular needs.

"We have partnered with CCTV for more than ten years," said Dr. Jack Gao, president of Autodesk Software (China) Co., Ltd. "CCTV is at the forefront of broadcast production in China, and we are honored that they continue to standardize on Autodesk systems and software as they expand and centralize their post-production infrastructure."

About CCTV

China Central Television is the national television station of the People's Republic of China. It is the largest television station in China. It plays an important role in education, information dissemination, culture, entertainment and social services. CCTV features 16 channels with a daily air time of more than 200 hours. The programs include news, economics, arts, opera, music, sports, movies, military affairs, science and technology, agriculture and programs for children, which appear in more than 300 time slots. Approximately 66.4 percent of the programs are produced by CCTV. CCTV attracts more than 1 billion viewers, with coverage of 90.3 percent of the population in China. Its international and English channels are transmitted by satellite virtually all over the world.

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.

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