



Autodesk Receives Frost & Sullivan Award for Location Based Services Platform of the Year

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Autodesk LocationLogic Platform Brings Together Technologies, Content and Services Needed for Carriers to Deploy Location-Smart Wireless Services

SAN RAFAEL, Calif., Sept. 22 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) announced today that Autodesk LocationLogic was named the 2005 Location Based Services (LBS) Platform of the Year by Frost & Sullivan. LocationLogic is a comprehensive platform for location-enabled services, allowing wireless carriers to realize ideas for new wireless service offerings to enterprises and consumers. The consulting company chose LocationLogic because of the platform's reputation as an industry standard in the wireless services marketplace, its impact on innovation and development within the industry, and its adoption by leading carriers.

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

"With LocationLogic, Autodesk has created an LBS platform that's already become widely adopted by carriers and application developers," said Brent Iadarola, Frost & Sullivan industry research manager. "When we considered all of the products eligible for this award, LocationLogic surpassed other entrants in terms of technology innovations and the measure of its acceptance in the market. We also saw the real proof of the product's value -- the fact that carriers are using it to generate revenue and build customer loyalty."

LocationLogic is in use by three of the five Tier 1 national carriers in the United States. The platform's latest advances include the control of privacy preferences on a per-subscriber, per-client application basis, responding to demands from wireless customers for secure transfer of sensitive information. Because LocationLogic uses the A-GPS user plane location interface, which uses the TCP/IP capability of existing networks, carriers don't need to make costly upgrades to their location infrastructure. The platform features J2ME and BREW support for handset extensions, allowing carriers to easily deploy privacy-enhanced mobile and network-based applications, according to the September 2005 Frost & Sullivan Location Platform of the Year overview.

"The enthusiastic adoption of LocationLogic by the country's largest carriers clearly shows that our platform meets the needs of our customers, and helps them achieve revenue and customer retention goals," said Joe Astroth, vice president and general manager of Autodesk Location Services. "The LBS Platform of the Year award demonstrates our ability to help carriers attract and keep subscribers with location-smart services."

The 2005 Frost & Sullivan Award for LBS Platform of the Year was officially presented to Autodesk at the 2005 Excellence in Mobile Communications banquet on September 21, 2005, in Las Vegas, Nevada.

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 carriers to quickly and reliably offer location-smart 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> .

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