



Advertisers Score Winning Touchdown With Discreet's Technology During Super Bowl XXXIX

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MONTREAL, Feb 07, 2005 /PRNewswire-FirstCall via COMTEX/ -- Discreet, the media and entertainment division of Autodesk, Inc. (Nasdaq: ADSK) helped Super Bowl advertisers into the end zone during last night's broadcast. When fans weren't watching the battle between the New England Patriots and the Philadelphia Eagles on the field, they watched many spots created with Discreet's industry leading visual effects, editing/finishing and 3D solutions.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031016/SFTH007LOGO>)

A recent poll conducted by the Retail Advertising and Marketing Association found that among the coveted American 18-to-24 year-old demographic, 24.5% tune into the Super Bowl primarily to watch spots. With millions of viewers from around the world, spots made with Discreet's solutions commanded attention.

A52, an Emmy Award-winning Los Angeles-based visual effects and design company, used Discreet's flame(R) visual effects system on the Nationwide Insurance "Science Project" spot. In the spot, much to the surprise of a young boy and his parents, a home-made robot goes dangerously haywire. The spot features the talents of VFX artist Simon Scott, who used Discreet's flame system to composite several visual effects elements, including computer-generated laser beams created by A52's 3D artist Craig "X-Ray" Halperin. Scott also used the flame system to marry other visual effects plates into the spot, such as interactive light and explosion passes.

"Discreet's flame system is still the obvious choice for high-end visual effects work. It allowed us to deliver a complex spot on a compressed schedule," said Scott. "Science Project" was directed by Frank Todaro via bicoastal Moxie Pictures for Temerlin McClain Advertising in Texas.

Santa Monica-based Vendetta Post recently finished "Whoopee Cushion", "Monkeys" and "Titanic" -- a series of humorous spots for Careerbuilder.com, using Discreet's flame system. The spots feature a working Joe, whose co-workers are chimpanzees intent on sabotaging his performance.

Vendetta Post's visual effects artist Crawford Reilly used the flame workstation to composite individual chimps into group scenes. Four chimps were hired as actors and dressed in multiple roles. Given their volatility, only one or two could be shot simultaneously in a scene. One particular shot reveals two dozen chimps exiting the office elevators and involved more than 20 layers to create the perfect composite.

"This concept proved to be challenging, given the large number of chimpanzees involved. In addition, the set was scaled for the chimps and not the human, so it gives the illusion that the character is walking around in a chimp-sized world," explained Reilly. "Discreet's flame system allowed us to seamlessly composite every element together. We made extensive use of the flame system's mapping, tracking and action tools to get the look we wanted." The spots were directed by Bryan Buckley of Hungry Man, Inc. The advertising agency was Cramer Krasselt, Chicago.

Other Super Bowl XXXIX spots that used Discreet's flame system include:

- McIlhenny Tabasco's "Tan Line" (Brickyard VFX).
- Budweiser's "Journey" (Brickyard VFX).
- Emerald Nuts' "Exaggerating Dad" (The Syndicate).
- Verizon Wireless 3G's "Miniaturization" (The Mill New York).
- Frito-Lay's "Fence" (Nice Shoes).

In addition, Digital Dimension used Discreet's 3ds max(R) animation software to create Fox's one-minute opening sequence for Super Bowl XXXIX. The sequence combined live action with outstanding 3D graphics modeled and animated in 3ds max software.

About Discreet

Discreet empowers media professionals to realize the visual experience and transform their most evocative and ambitious visions into reality. Discreet's award-winning solutions are designed for digital media creation, management and delivery-across all disciplines from film and television visual effects, color grading and editing to animation, game development, web/interactive, and design visualization. Discreet is based in Montreal, Quebec and is a division of Autodesk, Inc, the world's leading design and digital media creation, management, and distribution company. Product and corporate information: www.discreet.com.

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