



Broadcasters Worldwide Turn to Autodesk's Graphics Solutions to Differentiate Themselves

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SAN RAFAEL, Calif., April 21 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that its graphics and editing systems have been further adopted by broadcasters around the world. Broadcasters are relying on Autodesk's high-performance systems for use in news, sports, promotions and branding, in order to deliver high-impact visual content in the increasingly competitive battle to capture viewers' attention.

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

"As entertainment options continue to grow, the use of dynamic visual graphics for on-air content has become a way for broadcasters to differentiate themselves," said Martin Vann, vice president of Autodesk's Media & Entertainment Division. "At the same time, tight deadlines aren't going away. This is why a growing number of TV stations are adopting Autodesk's solutions, which are available on Linux and in configurations that easily fit into broadcasters' production pipelines. Our broadcast solutions provide an unbeatable combination of creative tools, performance, reliability and speed, enabling broadcasters to captivate viewers."

Autodesk's suite of broadcast production solutions includes the Discreet Flint visual effects system, Discreet Smoke editing/finishing system and Autodesk Combustion desktop compositing software, among other products. Autodesk products are helping customers such as FOX News in New York City, Zee Telefilms in Mumbai and Radio-Canada address their rigorous on-air production demands and realize content creation ideas through the creation of broadcast graphics, promotions, bumpers and advertising. Customers that have recently invested in Autodesk's broadcast technology include:

KTVU-TV, a California-based independent television station is using two of Autodesk's Discreet Smoke systems. The new Linux-based Smoke systems have replaced the existing Quantel editing and finishing systems and form the cornerstone of KTVU's new graphics ecosystem. KTVU's production pipeline also includes Maximum Throughput's X-Stoner client/server application and an X-SAN storage system, along with Apple's Final Cut Pro editing software and PowerPC G5 graphics workstation.

RTE (Radio Telefex Eireann), a public service broadcaster in Ireland recently renewed its complete graphics infrastructure with Autodesk's Discreet Flint system running on the Linux operating system. Used in conjunction with RTE's Macintosh and PC desktop operations and in tandem with its in-house 3d solutions (including Autodesk 3ds Max animation software), RTE uses Discreet Flint as an in-house tool to generate a full variety of graphics. The innovative features of Discreet Flint help create the superior visual effects required for building broadcast content material, opening titles, sequences and promotional material.

"Our investment in Autodesk's fully-integrated Discreet Flint solution will result in a considerable reduction in spend on post-production facilities out-of-house, for high-quality graphics across the full range of programs we produce -- promotions, sports, news and current affairs, drama and children's programming," said Carol Coffey, manager, Broadcast Graphics at RTE. "Since we were replacing existing technology, we needed a state-of-the-art solution that offered seamless migration from old to new systems. Discreet Flint allowed for easy migration from our current desktop solutions and Quantel graphics kit. It's also a more sophisticated digital compositor with faster rendering time, which is critical to our efficiency."

NBC, one of the world's leading media and entertainment companies turned to Autodesk's technology and onsite support to ensure premier on-screen graphics for the 2006 Olympic Winter games in Turin, Italy. NBC's Olympic graphics were created using Autodesk Maya 3D animation software, Autodesk's Discreet Flint HD visual effects systems running Linux, and Autodesk Burn background processing software. An Autodesk customer support engineer was on site in Italy for NBC, delivering hands-on support and expertise.

CCTV (China Central Television), China's largest national television network recently expanded its post-production capabilities by adding Autodesk solutions to its broadcast workflow. Relying on Autodesk's Discreet Flint and Discreet Flame visual effects systems for over a decade, CCTV has added an additional Discreet Flame system and a Discreet Smoke system running Linux, along with Autodesk 3ds Max software and several seats of Autodesk Combustion software. Autodesk's broadcast pipeline helps CCTV centralize its in-house broadcast graphics, offer HD programming to its viewing audience and prepare for the 2008 Summer Olympic Games in Beijing.

Sogecable, Spain's leading subscription-based television group has purchased a complete Autodesk broadcast pipeline, including numerous Discreet Flint systems running Linux and multiple seats of Combustion software. Sogecable has invested in a connected workflow, linking Autodesk solutions to each other through Maximum Throughput's Sledgehammer centralized storage. Multiple operators can combine materials in various formats in real-time, offering all of the dynamic content creation capabilities of a post-production facility in-house. The reduction in outsourcing has resulted in maintaining optimum quality and consistency throughout the entire broadcast production process.

About Autodesk

Autodesk, Inc. is a Fortune 1000 company, wholly focused on ensuring that great ideas are turned into reality. With seven million users, Autodesk is the world's leading software and services company for the manufacturing, infrastructure, building, 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, become more productive, streamline project efficiency and maximize 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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Contact: Christine Stoner 416-874-8841

Email: christine.stoner@autodesk.com

SOURCE Autodesk, Inc.
Web site: <http://www.autodesk.com>
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