



## Disney Mobile's New Family Locator Service Powered by Autodesk

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Autodesk LocationLogic Connects Disney Mobile Families in New Ways

SAN RAFAEL, Calif., May 17 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK), today announced that Disney Mobile will use Autodesk(R) software and professional services to bring their forthcoming Family Locator(TM) wireless location services to market. Disney Mobile is leveraging Autodesk's award-winning LocationLogic(TM) platform and software applications to enable parents to locate their children's handsets using GPS technology.

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

"We selected Autodesk for its corporate strength, software development expertise and long-standing commitment to the wireless location services marketplace," said George Grobar, senior vice president and general manager of Disney Mobile. "Autodesk is a trusted partner in delivering our go-to-market strategy."

Family Locator is part of Disney Mobile's Family Center(TM), a set of integrated features that also includes Family Monitor(TM), Call Control and Family Alert!(TM) wireless services. The Family Center features allow parents to:

- \* Set spending allowances and track usage for voice minutes, text messaging, picture messaging and downloadable content
- \* Determine the hours of the day and days of the week when kids can use their phones
- \* Program restricted and always-on phone numbers to manage with whom kids may communicate
- \* Prioritize important family messages

"Disney Mobile is continuing their commitment to families by providing them with new tools to connect with each other," said Joe Astroth, vice president of Autodesk's Location Services Division. "Location-based features will give parents additional information conveniently from their mobile phone."

Disney Mobile joins other Tier 1 national carriers in selecting Autodesk to provide solutions for the growing location-based marketplace.

### 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 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.

Autodesk Location Services, a division of Autodesk, Inc., provides platform software, application frameworks and professional services to deliver location-based services to wireless customers.

Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit [www.autodesk.com](http://www.autodesk.com).

### About Disney Mobile

Disney Mobile is the first national wireless phone service built to meet the unique communication needs of today's family. Launching June 2006, Disney Mobile will provide wireless voice and data services and custom handsets. In addition, Disney Mobile will offer a package of features and applications tailored to meet the unique communication needs of families. The Family Center, a suite of four exclusive services, will enable parents to directly manage their family's wireless experience, including controlling when and how often kids use their phone; locating kids' handsets using GPS technology; protecting their kids from unwanted calls and messages and sending priority text messages to all Disney Mobile family plan members simultaneously. Disney Mobile will offer an array of content that parents trust and kids enjoy drawn from the rich entertainment heritage of Disney.

George Grobar is senior vice president and general manager of Disney Mobile, a division of the Walt Disney Internet Group, which is headquartered in North Hollywood.

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Autodesk Contact: Elissa Brown, 503-471-6815  
Email: [elissa.brown@edelman.com](mailto:elissa.brown@edelman.com)  
Disney Mobile Contact: Anthony Sprauve, 818-623-3864  
Email: [anthony.x.sprauve.-nd@disney.com](mailto:anthony.x.sprauve.-nd@disney.com)

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Web site: <http://www.autodesk.com>

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