Autodesk Helps DaimlerChrysler Drive the Future of Efficient and Effective Automotive Marketing

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Global Car Manufacturer Uses Digital Prototyping to Create 'Virtual Fleet' of Automobiles for Sales and Marketing Campaigns

SAN RAFAEL, Calif., June 4 /PRNewswire-FirstCall/ -- Autodesk Inc. (Nasdaq: ADSK) today announced that the Chrysler Group of DaimlerChrysler Corp. is using the Autodesk Creative Bridge consulting solution to leverage existing 3D digital assets and computer-aided design (CAD) data for the production of high-quality visuals and compelling marketing materials. Now in its third year of engagement with Autodesk Consulting services, DaimlerChrysler is using the Creative Bridge solution to move beyond the physical limitations of photography, film and hand-illustrations by creating digital prototypes of its automobiles that visualize and simulate real-world performance. As a result, DaimlerChrysler is significantly reducing the time and costs associated with the production of visually engaging, product- accurate marketing imagery.

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

Autodesk's Creative Bridge consulting solution is designed to assist senior business managers and marketing professionals effectively re-use their design and engineering data to develop branded materials that support aggressive and competitive sales and marketing initiatives. Forward-thinking companies, like DaimlerChrysler, are extracting greater value from their corporate CAD assets by re-purposing them for the creation of product brochures, television commercials and interactive Web content that will differentiate their brands. With the support of the Creative Bridge solution, DaimlerChrysler is realizing increased speed to market attributed to less reliance on physical products and prototypes for research or art.

"With Autodesk, we can fully leverage the value of our ideas throughout the design process, helping DaimlerChrysler attain new levels of visualization efficiency," explains Tom Haynes, Manager Virtual Fleet - Global Shows and Multi Brand Events, the Chrysler Group. "Autodesk Creative Bridge generates value for our organization by offering a fast, efficient and cost-effective solution that enables us to engage our consumers with picture-perfect marketing. In today's competitive automotive market, DaimlerChrysler realizes the power of reusing our robust engineering data for the creation of digitally produced marketing imagery -- and Autodesk Consulting is helping us be successful in this area."

In addition to their cost savings and increased creative flexibility, many creative professionals are reaching new plateaus of creativity by transforming digital assets and CAD data into new types of interactive digital 3D experiences. Going beyond the physical limitations of traditional tools, the Creative Bridge solution helps to create real-time product configurators, vehicle interior fly-throughs, interactive vehicle-centric games and photorealistic virtual product turntables.

"Autodesk's goal is to empower our customers with the best-in-class creative technology and the highest quality virtual assets to allow creative content providers the ability to raise the bar of realism, creativity and productivity," says Marc Cannon, vice president of Autodesk Worldwide Consulting Services. "DaimlerChrysler is forging a new standard for the way the automobile industry is using its manufacturing and design data. As a long-standing Autodesk customer we're pleased to support them in moving the automotive industry ahead."

About Creative Bridge

The Autodesk Creative Bridge solution features a complete consulting solution: from the initial design and planning stage where members of the professional services division assess goals and existing digital assets to create a custom-tailored workflow roadmap; through to the implementation stage in which Autodesk consultants function as a seamless resource for CAD file preparation, virtual model assembly, data repair and optimization and ad/creative agency liaison. Specialized Autodesk services are offered to support the effective deployment of a Creative Bridge pipeline including training, workflow consulting, pipeline design, virtual asset management and program management.

Autodesk creates a rich suite of industry standard technologies used within automotive design and manufacturing, as well as industry standard technologies for digital content creation and visual effects. Autodesk Consulting leverages this rich base of intellectual property and cross industry expertise to craft highly effective solutions tailored to the needs of its clients. Creative Bridge is a solution that provides extreme value to manufacturers, their creative agencies and their artist content providers.

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit http://www.autodesk.com/.

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