



## Autodesk Sponsors Leading Sustainable Design Documentary Series to Help Broaden Awareness of Environmental Issues

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e2 energy and e2 design Series Highlight the Importance of Sustainable Design for a More Resource-Efficient World

SAN RAFAEL, Calif., Oct. 18 /PRNewswire-FirstCall/ -- Autodesk, Inc. (ADSK), a global 2D and 3D design software leader in the manufacturing, building and construction and media and entertainment markets, continues its efforts to drive sustainable design awareness and adoption through the sponsorship of a documentary series that will air nationwide this fall on PBS, distributed internationally and also available via web cast. e2 energy features groundbreaking efforts to design a more energy-efficient world, and e2 design, in its second season, showcases innovative sustainable design through architecture around the world. Autodesk is supporting the series for the second consecutive year as part of the company's ongoing initiative to increase awareness of the importance of sustainable design as an important solution to global environmental challenges.

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

"As a global design software provider, Autodesk is committed to providing technology, education and support for innovative projects that help architects, engineers and designers create a more sustainable future through smart design," said Carl Bass, president and chief executive officer, Autodesk. "By partnering with kontentreal, we hope to engage the public and raise awareness about the environmental and energy challenges and the positive role sustainable design can play."

Narrated by actor Morgan Freeman, e2 energy explores topics including innovations in transportation, using wind to harvest energy and Brazil's success using ethanol as an alternative fuel. e2 design season two takes a look at subjects including improving city infrastructures, green building and how sustainably designed buildings are shifting perceptions of affordable housing. Some of the most innovative companies today are addressing these very issues in the design and manufacturing of their products as well. For example, Palumbo Motorcar Company of America is using Autodesk software to design a high-performance, environmentally friendly concept car called the Palumbo M-80 and global architecture firm HOK is using Autodesk software to design green skyscrapers and commercial buildings around the world. In addition, The City of San Francisco and the Friends of the Urban Forest have designed an online Urban Forest Map of the city's trees to promote and engage the community in the city's greening efforts.

"As a technology leader in design innovation and an advocate of sustainable design, Autodesk is a natural partner for the e2 series," said Karena Albers, co-founder, kontentreal. "We're fortunate to have a corporate sponsor for e2 with the leadership and shared mutual vision to increase public awareness of important environmental issues and the role sustainable design can play."

Autodesk teamed with kontentreal to sponsor e2 design season one last year. The series, narrated by Brad Pitt, covered subjects including the population and industrialization boom in China; Chicago Mayor Richard Daley's campaign to make his city the nation's greenest; and the efforts of architects Ken Yeang, Werner Sobek and William McDonough to make radical changes in architecture and environmentalism. Season one DVD's can be purchased at [www.pbs.org/e2](http://www.pbs.org/e2). Autodesk will also sponsor season three of e2 design which will continue the dialogue about sustainable design in the built environment, as well as new episodes that will focus on transportation. e2 design season three and e2 transportation will be released in Fall 2008.

As a global leader in design software for the manufacturing, building and construction, and media and entertainment industries, Autodesk is committed to driving sustainable design awareness and adoption through technology, education, and public and private partnerships. Autodesk is working with the U.S. Green Building Council (USGBC) to promote adoption of its Leadership in Energy and Environmental Design (LEED) rating system, and is the title sponsor of the Natural World Museum's traveling art exhibit featuring works that address the topic of climate change, by artists from around the globe.

For more information about the e2 series, visit <http://www.e2-series.com>. For more information about Autodesk and sustainability, visit <http://usa.autodesk.com/green>.

### About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, building and 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 1,000 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://usa.autodesk.com>.

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