Beijing 2008 Olympic Games: Autodesk Technology Enhances Olympic Experience for Millions of Viewers

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'Birds Nest' Stadium Visualizations, Olympic Mascots and TV Content All Shaped with Autodesk Software

SAN RAFAEL, Calif., Aug. 21 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) entertainment and design software was used to create cutting-edge content for the Beijing 2008 Olympic Games. Leading digital content creators relied on Autodesk technology to deliver Olympic projects as diverse as stadium visualizations and mascot design, to broadcast graphics and commercials for global brands.

(Photo: http://www.newscom.com/cgi-bin/prnh/20080821/AQTH518)

China Central Television (CCTV)

CCTV is China's largest national television network. CCTV created its Olympics One Dream, One World and Olympics Age packaging and promotions with the Autodesk Smoke finishing system. As well, the broadcaster is using Smoke daily for content production during the Olympic Games.

Crystal CG

Crystal CG is the official graphic design supplier for the Beijing 2008 Olympic Games. Using Autodesk 3ds Max software, Crystal CG created architectural visualizations of the Beijing "Bird's Nest" Olympic stadium and related facilities. 3ds Max and Autodesk Maya software were also used on TV commercials and promotions, and an educational sports program. In addition, Crystal CG produced the five "Fuwa" Olympic mascot cartoons with Maya.

Psyop/Stink

Psyop/Stink used Autodesk Maya animation software to create three TV commercials for Adidas' "Together in 2008, Impossible is Nothing" Olympic Games campaign: Together, Zheng Zhi and Hu Jia. The spots include computer-generated crowds with a pencil-sketch look.

"Almost every shot in these Adidas spots involved creating assets in Autodesk Maya, and compositing them with live-action footage," said Tony Barbieri, technical director at Psyop. "Using Maya, we quickly populated scenes with hundreds of varied cheering fans. There were about thirty variations of fans, all modeled and rigged in Maya. By using just one rig for each gender, we were able to capture motion and create custom animation cycles to populate the entire crowd." Psyop provides 3D animation, visual effects and digital content for the advertising market.

Seven Network

The in-house team at Australia's Seven Network used Smoke to deliver Olympics promotional materials for Channel Seven. "Smoke is the only system capable of handling the phenomenal amount of work accomplished at Seven. As our day-to-day, get-it-out system, Smoke is absolutely invaluable," said Suzique Doughty, senior editor, Channel Seven.

suedlich-t

Visual effects and animation studio suedlich-t relied on Maya and Autodesk Combustion software to shape Olympic trailers for the ARD and ZDF German public broadcasting networks. The trailers feature live-action footage of athletes morphing into 3D ink-strokes and ink-drops. Combustion was used for compositing and visual effects. suedlich-t used the Maya software's fluid and particle systems extensively for transitions between athletes and ink.

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 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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