Autodesk Introduces 3ds Max 2010 Software at Game Developers Conference

March 24, 2009

New Release Offers Innovative Creative Tools, Powerful Scene Management Capabilities and Enhanced Support for Interoperability and Pipeline Integration

SAN FRANCISCO, March 24 /PRNewswire-FirstCall/ -- Game Developers Conference -- Autodesk, Inc. (Nasdaq: ADSK) has introduced Autodesk 3ds Max 2010 software - the latest version of its 3D modeling, animation and rendering product - offering nearly 350 additional features. The 2010 release provides innovative creative tools: a render-quality viewport display and at least 100 new Graphite modeling tools. It also offers powerful new capabilities that help artists manage complex scenes with greater ease and an unprecedented level of support for software interoperability and pipeline integration.

Artists have used 3ds Max to create numerous award-winning entertainment projects, such as "Fallout 3," "Prince of Persia" and "Gears of War 2."

"3ds Max 2010 is a feature-packed release that has generated a lot of excitement in the 3D community," said Marc Petit, Autodesk senior vice president, Media & Entertainment. "This version will help artists work faster than ever before, so they can explore more ideas, push boundaries, and create stunning work in less time."

Jeff Hanna, senior technical artist at Volition, is a 3ds Max 2010 beta tester. His favorite new feature in the 2010 release is the xView mesh analyzer. "3ds Max 2010 software's powerful xView mesh analyzer will make it easier for us to ensure that every asset our artists create is correct and game ready," said Hanna. "The xView technology can quickly identify missing UVW coordinates, overlapping vertices, or open edges, among other things. With this tool, we won't have to worry about bad game data due to invalid geometry."

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Key Highlights of Autodesk 3ds Max 2010
Innovative Creative Tools
--  A new Graphite modeling and texturing system introduces at least 100
    additional creative tools and helps artists explore and more rapidly
    iterate their ideas.
--  The addition of render-like effects in the viewport display - such as
    soft shadowing, exposure control and ambient occlusion - offers near
    photo-real quality for faster decision making.


Powerful New Referencing and Scene Management Capabilities
--  Artists can create robust referencing workflows to help organize
    complex scenes more easily by treating multiple objects and scenes as
    a single Container object.
--  A new Material Explorer helps to simplify the way artists interact
    with objects and materials, making iterations much easier even in
    highly complex scenes.
--  The new multithreaded xView mesh analyzer technology helps to
    significantly reduce errors by providing in-viewport reporting on
    several types of mesh.


Enhanced Software Interoperability and Pipeline Integration
--  3ds Max 2010 is the first animation package to integrate mental
    images' powerful mental mill technology. This allows users to develop,
    test and maintain hardware-agnostic shaders and complex shader graphs
    for hardware and software rendering with real-time visual feedback.
--  Enhanced OBJ support and ProOptimizer technology provide improved
    interoperability with Autodesk Mudbox software.
--  Additional support for C# and .NET gives developers the access they
    need to customize, extend and integrate 3ds Max into their existing
    pipelines.
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3ds Max 2010 also includes all the features offered in the Creativity Extension for 3ds Max 2009, released in August 2008. A list of features in 3ds Max 2010 is available at www.autodesk.com/3dsmax.

Videos of the new features in 3ds Max 2010 are available on the Autodesk YouTube Channel. To learn more about the software, also visit Autodesk's 3ds Max blogs by Ken Pimentel, director of visual communications; Shane Griffith, 3ds Max product manager; and Louis Marcoux, 3ds Max application specialist.

Pricing and Availability

Autodesk anticipates that 3ds Max 2010 will be available in English during spring 2009. The Autodesk suggested retail price for Autodesk 3ds Max 2010 license is US$3,495*. The suggested retail price to upgrade from either 3ds Max 2009 or 3ds Max Design 2009 to 3ds Max 2010 is $895*. Autodesk Subscription is available for purchase simultaneously with the product or upgrade purchase. The Autodesk suggested retail price for Autodesk Subscription for 3ds Max 2010 is $495* per year.

*International pricing may vary.

About Autodesk

Autodesk, Inc., is a 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 www.autodesk.com.

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