



## NAB 2009: Autodesk to Show New Versions of Visual Effects Systems for Film and TV and to Launch Flare - Hot Addition to the Product Line-up

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Flame, Inferno and Flare Focus on Creativity, Productivity and Rapid RED Workflow

LAS VEGAS, April 20 /PRNewswire-FirstCall/ -- NAB Show -- Autodesk, Inc., (Nasdaq: ADSK) has announced the 2010 releases of Autodesk Flame and Autodesk Inferno software for visual effects systems, and the launch of the new Flame and Inferno creative companion, Autodesk Flare software. The releases are being showcased at the National Association of Broadcasters (NAB) Show in Las Vegas, April 20-23, 2009, at the Autodesk booth SL2120.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090420/SF00949>)

"This year, we're especially excited about two developments," said Stig Gruman, digital entertainment vice president, Autodesk Media & Entertainment. "First, we are launching Flare, which will be a great creativity and productivity booster for customers of our flagship visual effects software. Second, we have expanded our RED workflow capability to provide extremely fast and flexible import options. Both are already huge hits with our beta customers. In this economic climate, our software gives entertainment customers a real creative and competitive edge."

Autodesk's visual effects systems have been used to create numerous blockbuster films, including all three of this year's Academy Award-nominated movies for Best Visual Effects: "The Curious Case of Benjamin Button," "The Dark Knight" and "Iron Man." Autodesk solutions have also been used to create Emmy-award-winning television programs and miniseries such as "Mad Men," "John Adams," "House," "Entourage" and many of the most popular 2009 Super Bowl commercials such as Budweiser's "Fetch," CareerBuilder's "Tips" and Bridgestone Tires' "Taters."

New Feature Highlights in Flame and Inferno 2010

"This is the best RED workflow I've seen." - Victor Wolansky, VFX Artist, E3Post

"The speed and interactivity of Flame still astound me every day as I'm using it on feature films. Add GPU Burn and you'll never have time to check your Facebook page!" - Ara Khanikian, Lead Flame Artist, Rodeo FX

Autodesk Flame and Inferno visual effects systems for high-speed 2D and 3D compositing, advanced graphics and interactive client-driven design provide digital artists with reliable, flexible and interactive toolsets to tackle complex high-resolution projects. With a focus on expanding 3D technology in Flame and Inferno, new features and enhancements in these new versions are:

- More creative tools such as graphical processing unit (GPU)-accelerated 3D Blur, 3D Path, Normal and UV Mapping tools as well as advancements to 3D Text and Displacement Mapping tools
- Expanded format support via WiretapCentral software for REDCODE RAW files, multichannel OpenEXR import and DNxHD with Apple QuickTime
- File-based conform workflow with a powerful new search engine and configurable import settings to control metadata mapping
- Extended floating-point processing support and redesigned Modular Keyer with customizable presets

Flare 2010: A Fully Compatible Creative Companion to Flame and Inferno

"Flare brings the productivity of the Flame artist to a whole new level without sacrificing any of the creative tools we're accustomed to." - Craig Russo, VFX Supervisor, 310 Studios

"Flare will re-invent the way our jobs are done. Flare enables us to use more talent for tackling the creative challenges our clients pose to us every day." - J. Schulte, Head of Systems, Condor Digital

Autodesk Flare 2010 is an integral part of the Autodesk solution to bridge the gap between 2D and 3D. Featuring the core creative toolset of Flame and Inferno, Flare is designed to help boost creativity, expand capacity and develop talent for Flame and Inferno customers. Flare is intended for advanced creative tasks, such as compositing, sophisticated graphics and interactive design, as well as support tasks such as rotoscoping, retouching and dust removal, project setup and keying. Flare is available with Autodesk Subscription and with floating licenses for increased flexibility. Top benefits are:

- Software application based on the Batch procedural compositing environment
- Action 3D compositing environment with advanced 3D tools
- Integral addition to Flame and Inferno workflow

Online Resources

For a complete list of new features and enhancements in the 2010 versions of Flame, Flare, Inferno, Autodesk Flint and Autodesk Smoke software, as well as Autodesk Lustre 2009 Extension 1 and Autodesk Incinerator 2009 Extension 1 software, visit our Media & Entertainment website. For

additional press information, including imagery, visit the Autodesk Virtual NAB Press Room.

#### Product Availability

Autodesk anticipates that the 2010 releases of Flame, Flare, Flint, Inferno and Smoke will be available today, April 20, 2009. Autodesk Lustre 2009 Extension 1 and Autodesk Incinerator 2009 Extension 1 are anticipated to be available to Autodesk Subscription customers on April 22, 2009.

#### 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](http://www.autodesk.com).

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