Autodesk Helps Bring Automotive Design Data from CAD to Ad

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--Photorealistic Virtual Models of More Than 240 BMW Group Vehicles Will Be Created for Use in Wide Range of Marketing Materials

SAN RAFAEL, Calif., July 22, 2009 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK) announced that the BMW Group has contracted Autodesk Consulting to automate the transformation of design data into marketing assets and create photorealistic, animated models of BMW, MINI and Rolls-Royce brand cars. Autodesk, in cooperation with Mackevision, will convert vehicle data into Autodesk Maya and Autodesk Showcase software files that are ready for animation and rendering. These photo-real virtual models will be used to create marketing materials before the vehicles are actually produced -- including TV commercials, brochures and the company's web profile.

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

"Leveraging design data for marketing is revolutionizing how the automotive industry advertises in print, on the web and in television commercials," said Karim Salabi, Autodesk vice president, Visual Communication Group. "Using computer software to generate advertising visualizations allows automotive agencies to market their new vehicles without costly physical prototypes. This approach also unlocks new creative potential, empowering advertisers to create compelling art direction that is difficult and very expensive to do with traditional photography."

Together with Mackevision, Autodesk will create more than 240 virtual models of the BMW Group vehicles over the next three years. Autodesk Consulting will provide Autodesk Creative Bridge services to architect a visual workflow for BMW that leverages their 3D assets to lower production costs, while enhancing creative flexibility. Mackevision -- a company specializing in computer-aided visualization of vehicle data -- will process an extensive design data pipeline under the management of Autodesk's consulting team.

Showcase software, part of the Autodesk solution for Digital Prototyping, helps create accurate, realistic and compelling imagery from 3D CAD data to convey form and create environmental context to communicate brand character. Autodesk Maya is a powerful, integrated 3D modeling, animation, and rendering solution that enables consumer products and automotive manufacturers to incorporate CAD data into engaging product collateral. Maya is a natural extension of the Autodesk Alias family of products and Autodesk Showcase for the creation of advanced rendering and animated visualizations of digital prototypes.

About Autodesk

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

About Mackevision

Mackevision is a premium creative system partner for image communication. As experts in 3D visualization, animation, post production and visual effects, the company designs and produces high-quality images and film footage. Mackevision also develops independent image production solutions for international agencies, film productions and industrial clients in the automotive, architectural, pharmaceutical and consumer product industries. From data preparation through creative design, implementation of projects and production, Mackevision provides all computer-aided processes for 3D visualization and film production.

Mackevision's development department has introduced the F_BOX product family. With the F_BOX product family industrial customers, photographers and agencies can configure high-quality 3D visualizations for marketing and information materials, based on edited product data, easily and economically.

Mackevision Medien Design GmbH was founded in 1994. The company's headquarters is located in Stuttgart, with branch operations in Munich and Detroit. For more information about Mackevision, visit www.mackevision.com.

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