



China's First Post-Production Training Center Equipped with Autodesk Solutions

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--Government Initiative Aims to Advance Local Entertainment and Creative Industries

SHANGHAI, July 28, 2009 /PRNewswire-FirstCall via COMTEX/ -- The Animation Public Technical Service Platform of Shanghai (APTSP) has created China's first post-production training center, to grow high-end animation and post-production public services, train local talent and showcase innovative technology. APTSP offers complete, data-centric workflows that include Autodesk, Inc.'s (Nasdaq: ADSK) Autodesk Flame and Autodesk Inferno visual effects systems, Autodesk Smoke editorial finishing system, and Autodesk Lustre digital color-grading system.

Small and medium-sized companies have access to APTSP's technology and services, thereby reducing their startup and operating costs. With five Autodesk Certified Instructors, the organization is also nurturing creative talent in education and business sectors. Established a year ago, APTSP is a joint investment by the central and Shanghai governments. With an initial investment of RMB 45 million (6.5 million USD), APTSP provided over 17,000 hours of service to more than 470 companies in Shanghai and the Yangtze River Delta region. It has also attracted project cooperation from other regions, including Hong Kong and Australia. Having fulfilled the Phase I investment targets in 2008, APTSP received follow-up state funding of RMB 10 million (1.5 million USD) in 2009.

"APTSP's Phase II funding is being used to augment the capacity for digital content creation," said Zhang Weida, chief operating officer of APTSP. "We've expanded our post-production technology offering, to benefit local businesses with their high- and medium-end media and entertainment projects."

"Autodesk is honored to be working with the Chinese central and local governments to develop the nation's media and entertainment industry," said Paresh Khara, senior director, Autodesk Media & Entertainment - Asia. "Through APTSP, local companies are accessing world-class technology and delivering sophisticated broadcast, film and animated content. We look forward to continued collaboration with APTSP."

In 2008, entrusted by the Shanghai Animation Film Studio, APTSP delivered a film remake of the Chinese animated classic "Gourd Brothers", using Autodesk visual effects and 3D software. The APTSP also completed post-production on the Chinese animated film "The Magic Aster" ("Ma Lan Hua"), released in June 2009. APTSP used Smoke, Inferno and Lustre on the project, with a collaborative editing, coloring and finishing workflow and centralized data management. Made by Shanghai Film Group and Shanghai Animation Film Studio, "The Magic Aster" is an adaptation of the popular 1950s stage play of the same name. The film is part of the milestone works celebrating China's 60th anniversary.

About the Animation Public Technical Service Platform of Shanghai

The Animation Public Technical Service Platform of Shanghai (APTSP) is a joint investment by the Ministries to Support China's Animation Industry, the Ministry of Finance, the Ministry of Culture and Shanghai governments. It aids the development of creative industries in Shanghai and the Yangtze River Delta. The platform also draws on its world-class production capability to deliver independent film post-production projects and provide training to develop local talent.

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 and www.autodesk.com.cn.

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