



## Autodesk Debuts New Product Suites for Digital Entertainment Creation

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### --Suites Help Studios Create Innovative Entertainment, More Efficiently and Cost-Effectively

NEW ORLEANS, Aug 03, 2009 /PRNewswire-FirstCall via COMTEX/ -- At SIGGRAPH 2009, Autodesk, Inc. (Nasdaq: ADSK) debuted its Suites for Digital Entertainment Creation. The product Suites gives artists, production facilities and educators access to more creative tools at a cost savings of more than 35 percent\*, when compared to purchasing each product license separately. Used together, the products in these Suites help artists increase creative capability and optimize productivity.

"Autodesk is introducing affordable Suites of its popular 3D tools to better help artists create innovative entertainment in today's tough economic conditions," said Stig Gruman, vice president, Autodesk Digital Entertainment Group. "The Suites significantly expand artists' capabilities by providing them with an amazing range of creative tools - from highly-detailed modeling and sculpting to advanced real-time animation - so that they can tackle creative problems in new ways."

Autodesk is introducing the Autodesk Entertainment Creation Suites and the Autodesk Real-Time Animation Suites for commercial use. The company has also launched the Autodesk Education Suite for Entertainment Creation for postsecondary educators, and Autodesk Animation Academy 2010 for secondary schools.

#### Suites for Commercial Use

##### Autodesk Entertainment Creation Suites

The flagship Autodesk Entertainment Creation Suites offer customers a choice of either Autodesk Maya 2010 or Autodesk 3ds Max 2010 software, together with both Autodesk Mudbox 2010 and Autodesk MotionBuilder 2010 software. Mudbox( ) helps artists to sculpt highly detailed models more quickly and intuitively. MotionBuilder provides artists with a real-time animation engine for more interactive creative feedback and efficient handling of large amounts of animation data. With Autodesk FBX 2010 data exchange technology, the Suites provide a cohesive, efficient pipeline. The complementary toolsets enable artists to better handle tough production challenges and achieve higher-quality results, more efficiently and cost-effectively. For more information, visit [www.autodesk.com/entertainmentcreationsuites](http://www.autodesk.com/entertainmentcreationsuites).

##### Autodesk Real-Time Animation Suites

The Autodesk Real-Time Animation Suites are designed for animation-intensive productions. These Suites also offer a choice of either Maya( ) 2010 or 3ds Max 2010 software, in addition to MotionBuilder 2010 software. MotionBuilder provides animators with a real-time 3D engine and specialized animation toolset to more quickly and efficiently create, manipulate and process large amounts of animation data. For more information, visit [www.autodesk.com/realtimelineanimationsuites](http://www.autodesk.com/realtimelineanimationsuites).

#### Suites for Educators

##### Autodesk Education Suite for Entertainment Creation

The Autodesk Education Suite for Entertainment Creation helps educators prepare students for professional careers in the increasingly competitive 3D job market. The Suite includes access to flexible learning resources and the same software used by top creative professionals: Maya( ) 2010, 3ds Max 2010, MotionBuilder 2010, Mudbox 2010, Autodesk Softimage( ) 2010 and Autodesk SketchBook Pro 2010 software. The Suite is available for both institution and student purchase. For more information, visit [www.autodesk.com/entertainmentsuite-edu](http://www.autodesk.com/entertainmentsuite-edu).

##### Autodesk Animation Academy 2010

Autodesk Animation Academy 2010 helps inspire secondary school students to explore careers in the arts, entertainment and visualization fields. The Suite offers software and curriculum resources that enable students to learn 3D technology while exploring new ways to visualize ideas. It includes Maya 2010, 3ds Max 2010, MotionBuilder 2010, Mudbox 2010 and SketchBook Pro 2010 software, as well as a Curriculum Resources DVD and access to online community resources. Animation Academy is available exclusively for secondary or high schools providing instruction for teenagers aged 11-17. For more information, visit [www.autodesk.com/animationacademy](http://www.autodesk.com/animationacademy).

#### Pricing and Availability

All four Digital Entertainment Creation Suites are expected to ship in English for the Windows operating system during fall 2009. The Autodesk suggested retail price (SRP) for the Entertainment Creation Suite is US\$4,995\*\*. The Autodesk SRP for the Real-Time Animation Suite is US\$4,795\*\*. Contact a local Authorized Education reseller for pricing details on the Suites for educators.

Autodesk Subscription can be purchased for the Entertainment Creation Suite at the Autodesk SRP of US\$845\*\*, and for the Real-Time Animation Suite at the Autodesk SRP of US\$825\*\*. Autodesk Subscription with Gold Support can be purchased for the Entertainment Creation Suite at the Autodesk SRP of US\$1,245\*\*, and for the Real-Time Animation Suite at the Autodesk SRP of US\$1,210\*\*. Autodesk Subscription services are also available for the Education Suites. For more information about Autodesk Subscription, visit [www.autodesk.com/subscription](http://www.autodesk.com/subscription).

\* International savings may vary.

\*\* International pricing may vary.

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

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