![Autodesk logo]

Autodesk 3ds Max 2011 Breaks the Rendering Barrier

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Producing Higher Quality Imagery and Animation Is Now Faster and Easier

SAN RAFAEL, Calif., Mar 09, 2010 (BUSINESS WIRE) -- Autodesk, Inc. (NASDAQ:ADSK) announced Autodesk 3ds Max 2011 software -- the latest version of its modeling, animation, rendering and compositing application. A new node-based material editor, innovative hardware renderer and full-featured compositor are new features offered in the 2011 release to help accelerate the creation of compelling imagery and entertainment content.

"Our first priority with 3ds Max 2011 was to make artists more productive in common everyday workflows," said Stig Gruman, Autodesk vice president of digital entertainment. "We have re-architected core parts of the software, introduced a much requested node based material editor streamlining workflows and added new features, like the painting tools and the Quicksilver hardware renderer, to help customers meet or beat their deadlines without compromising either creativity or quality."

Key New Features in Autodesk 3ds Max 2011 Software

Autodesk 3ds Max 2011 has the following new and enhanced features:

- Slate, a new node-based material editor that enables artists to more easily visualize and edit material component relationships
- Quicksilver hardware renderer, a new multithreaded rendering engine that uses both the central processing unit (CPU) and the graphics processing unit (GPU), and can achieve up to 10 times faster rendering than traditional techniques on common graphics cards
- Ability to view many 3ds Max texture maps and materials in the viewport to help develop and refine scenes in a higher-fidelity interactive display environment -- without the constant need to re-render
- Extended Graphite modeling and Viewport Canvas toolsets for 3D and 2D painting of textures directly in the viewport, along with the ability to paint with object brushes to help create geometry within a scene
- Ability to non-destructively layer local edits on top of referenced content, helping artists to collaborate more efficiently
- 3ds Max Composite, a full-featured, high dynamic range (HDR)-capable compositor, based on technology from Autodesk Toxik software

From March 11-13, 2010, visit the Virtual GDC event on the AREA to watch 3ds Max 2011 product demonstrations and customer presentations live from the Autodesk Game Developers Conference booth. More information is also available on Autodesk's 3ds Max blogs by Ken Pimentel, Shane Griffith and Louis Marcoux. Videos of the new features in 3ds Max 2011 are available on the Autodesk YouTube channel.

Beta Tester Feedback

"The new Object Paint tool and the updated Viewport Canvas are like gold for game artists," said James Haywood, senior technical artist at Bungie. "Those two things alone are going to save tons of time creating our game assets. And the fact that we can save back to version 2010 means that we can safely make the jump to 2011 midproject without the usual upgrade jitters."

"The new release is packed full of great new features and refinements to existing tools," said Martin Coven, founder of Launch Studio. "Building complex materials is a breeze with Slate. Workflow enhancements in Graphite tools and the inclusion of 3ds Max Composite put the cherry on top of 2011."

Pricing and Availability

Autodesk anticipates that 3ds Max 2011 will be available in English in April 2010. Autodesk expects to announce Autodesk 3ds Max Design 2011 software in late-March 2010. The Autodesk suggested retail price (SRP) for an Autodesk 3ds Max 2011 stand-alone license is US$3,495.* The SRP to upgrade from either 3ds Max 2010 or 3ds Max Design 2010 stand-alone to 3ds Max 2011 stand-alone is $1,745.* Autodesk Subscription is available for purchase simultaneously with the product or upgrade purchase for $495* SRP per year.

Autodesk 3ds Max 2011 will also be available as part of the Autodesk 3ds Max Entertainment Creation Suite 2011. The Suite offer customers 3ds Max 2011, together with Autodesk Mudbox 2011 and Autodesk MotionBuilder 2011 software. Artists and production facilities have access to a range of powerful creative tools at more than 35 percent** cost savings, compared to purchasing each product separately.

International pricing may vary.

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About Autodesk

Autodesk, Inc., is a world leader in 2D and 3D design, engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies -- as well as the last 15 Academy Award winners for Best Visual Effects -- use Autodesk software tools to design, visualize and simulate their ideas to save time and money, enhance quality and foster innovation for competitive advantage. For additional information about Autodesk, visit http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.autodesk.com%2Fpr-autodesk&esheet=6206704&lan=en_US&anchor=www.autodesk.com&

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Photos/Multimedia Gallery Available: [http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.businesswire.com%2Fcgi-bin%2Fmmg.cgi%3Feid%3D6206704%26lang%3Den&esheet=6206704&lan=en_US&anchor=http%3A%2F%2Fwww.businesswire.com%2Fcgi-bin%2Fmmg.cgi%3Feid%3D6206704%26lang%3Den&index=13&md5=f56b5b3fabdeeb8be225fcc2637d1b09](#)

SOURCE: Autodesk, Inc.

Autodesk, Inc.
Brittany Bonhomme, 416-874-8798
brittany.bonhomme@autodesk.com
or
Karen Raz, 310-450-1482
karen@razpr.com