Autodesk 3ds Max Software Celebrates Its 20th Anniversary

July 22, 2010

3D Entertainment and Design Software Helped Shape an Industry, Bringing High-Quality 3D Modeling, Animation and Rendering to the PC

SAN RAFAEL, Calif., Jul 22, 2010 (BUSINESS WIRE) --

Twenty years ago, Autodesk, Inc. (NASDAQ:ADSK) revolutionized the computer graphics (CG) industry with the introduction of Autodesk 3ds Max software -- then known as 3D Studio DOS -- one of the first affordable 3D modeling, rendering and animation system for the PC. Since then, Autodesk has continued to introduce innovative features to empower users in pushing the boundaries of digital entertainment and design visualization.

Learn more about how this award-winning software application has enabled the creation of celebrated movies, video games, television shows and commercials at area.autodesk.com/maxturns20.

A Legacy of Winning Projects Created with Autodesk 3ds Max

Initially developed by the Yost Group for Autodesk, the first version -- 3D Studio DOS r1 -- shipped in October 1990, priced at a fraction of the cost of the dedicated workstations then required to create professional 3D animation.

The software has since been used to help create Oscar-winning movies, record-setting video games and Emmy-winning television content. Notable entertainment projects include movies "The Curious Case of Benjamin Button" and "The Hurt Locker"; video games "The Sims" "World of Warcraft" and "Halo"; and television content from the Dancing Baby featured on "Ally McBeal" to Oceanic flight 815's crash onto the island in "Lost" and the Emmy award-winning opening sequences of Super Bowls XXXIII and XXXVI.

The software has also been used by architects, engineers and designers to help visualize designs before they are built, enabling them to make more informed decisions, communicate the story behind their designs and win more business. Some high-profile projects visualized with 3ds Max are One World Trade Center, the Dallas Cowboys stadium and the Las Vegas Sands Macau Hotel and Casino.

"It is incredible to see how far computer graphics have come over the last two decades and thrilling to think of what will be possible in another 20 years," said Marc Petit, Autodesk senior vice president, Media & Entertainment. "Today 3ds Max -- used with our other Digital Entertainment Creation and design tools -- is helping hundreds of thousands of 3D artists unleash their creativity and work more productively. Our development teams will continue to look to the future, so that what is not possible today may be possible soon."

Celebrate 20 Years of Autodesk 3ds Max Software

Autodesk has launched a 3ds Max microsite on the AREA -- its online digital entertainment and visualization community -- to kick off celebrations of the 20th anniversary. The site includes an interactive historical timeline, an image gallery showcasing 3ds Max art by users from around the world, a trivia game and a forum where users can post a wish for 3ds Max. Content on the site will be updated regularly and will soon include downloadable 3ds Max screensavers. Visit area.autodesk.com/maxturns20.

Autodesk will continue its 3ds Max anniversary celebrations at the SIGGRAPH computer graphics and technology conference in Los Angeles. On each day of the show, Autodesk will give 3ds Max anniversary T-shirts to attendees wearing old 3ds Max apparel. On Wednesday, July 28, from 5-6 p.m. local time at the Autodesk booth (South Hall, #500), top 3ds Max artists from various industries will share their expertise in a special 3ds Max Anniversary Tips & Tricks Extravaganza. Autodesk is also sponsoring the SIGGRAPH Blur Party to celebrate with the talented artists who use 3ds Max to create incredible 3D art.

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 www.autodesk.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6370494&(=en

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