



## Autodesk Contest Invites SketchBook Users to Unleash Their Inner Artist

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### Best Digital Painting or Drawing Will Be Featured on Splash Screen of Autodesk SketchBook Mobile App

SAN RAFAEL, Calif., Oct 18, 2010 (BUSINESS WIRE) -- [Autodesk, Inc.](#) (NASDAQ:ADSK) announced a contest seeking images created by users of the Autodesk SketchBook digital painting and drawing products. The winning submission will be featured on the splash screen of [Autodesk SketchBook Mobile](#) -- an application that has been downloaded more than two million times -- and will appear each time the application is launched, giving the contest winner a highly visible platform for his or her artistic creation.

"SketchBook users range from creative professionals and illustrators, to artists and hobbyists," said [Chris Bradshaw](#), senior vice president and chief marketing officer at Autodesk. "We're eager to see what the SketchBook community produces, and we hope they see this contest as an exciting opportunity to have their work recognized and featured in the spotlight."

SketchBook products are extremely sophisticated and powerful applications for illustration on desktops, laptops and mobile devices. [Autodesk SketchBook Pro](#) enables both professional and amateur artists to create rich digital artwork with powerful sketching tools. [Autodesk SketchBook Mobile](#) -- developed specifically for the Apple iPhone and iPod touch -- and [Autodesk SketchBook Pro for iPad](#) enable users to create the same high-quality artwork directly from their mobile devices. The latest addition to the product line, [Autodesk SketchBook Designer](#), enables professional designers and artists to use a hybrid paint and vector workflow for design illustration.

Even Oprah Winfrey is a fan of SketchBook software's advanced tools and brushes. AdAge reported that while speaking at the recent American Magazine Conference, Oprah named some of her favorite apps, including SketchBook for her creative outlook.\*

#### Contest Rules and Deadlines

Submissions may be created using any of the Autodesk SketchBook products, including SketchBook Pro, SketchBook Mobile, SketchBook Pro for iPad, SketchBook Designer and [Autodesk SketchBook Express](#). The contest is free to enter and each contestant may submit one image.

- **Submission Period.** The contest is open for submissions from October 18, 2010, to November 14, 2010.
- **Selection of Finalists.** Once the submission period closes, Autodesk will choose finalists and post their images on the contest site for public viewing and voting.
- **Voting Period.** Public voting will be open from November 30, 2010, to December 14, 2010. Each person may vote only once. The winner will be announced on December 21, 2010.

To learn more about the contest, visit <http://www.autodesk.com/pr-sketchbookhero>.

#### About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 15 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit <http://www.autodesk.com/pr-autodesk>.

\*As reported in [AdAge.com](#).

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