



Autodesk Acquires Instructables

Aug 01, 2011

Vibrant Online DIY Community Extends Autodesk's Maker Ecosystem

SAN RAFAEL, Calif., Aug 01, 2011 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ:ADSK), a leader in [3D design](#), engineering and entertainment software, announced today that it has acquired San Francisco-based Instructables, a popular online community for people who want to discover, share and be inspired by DIY project ideas and how-to information. Terms of the transaction were not disclosed.

Instructables.com is a destination where passionate, creative people come to share their most innovative projects and ideas on everything from technology and home renovation to crafts. Autodesk believes that the acquisition will assist makers of all types by linking Instructables' vibrant online community to Autodesk software tools and services, such as [SketchBook](#), [123D](#) and [Homestyler](#) that allow anyone to explore design ideas and bring them to life.

Millions of Autodesk customers around the world are passionate about making things - whether in their professional lives or their personal lives. Instructables will introduce Autodesk customers to a thriving community of like-minded, smart individuals, with whom they can learn and share their personal inspiration or hobbies. Instructables members will benefit from Autodesk's scale and powerful design tools, enabling the community to grow and share their ideas with a wider audience.

"Passionate, creative people want communities to support and encourage their endeavors," said Samir Hanna, vice president of Consumer Products at Autodesk. "As a result of this acquisition, Autodesk will host a unique ecosystem that combines inspiration, accessible 3D software tools and fabrication services so anyone can be empowered to express themselves creatively."

"Joining Autodesk will help us reach even more smart, engaged individuals and make Instructables an even better place to share projects and ideas," said Eric Wilhelm, founder and CEO of Instructables. "Autodesk is a great cultural fit for Instructables, and I can't wait to start changing the world together."

Instructables members are at the forefront of the Maker Movement. They celebrate designing, personalizing and creating art objects, personal inventions and home ideas. Autodesk intends to retain the Instructables brand and will continue to operate Instructables.com following the acquisition, preserving the elements that make the Instructables community so authentic and successful today. Visit the Instructables [blog](#) for more information.

Business Outlook

This transaction is expected to have no impact on guidance issued on June 29, 2011.

Safe Harbor Statement

This press release contains forward-looking statements that involve risks and uncertainties, including the impact of the acquisition on Autodesk's financial results, business performance, product and service offerings and user experiences and benefits; planned operation of Instructables.com; and Autodesk's commitment to Instructables' advertisers, contributors and users. Factors that could cause actual results to differ materially include the following: difficulties integrating Instructables' business, employees, users, technology, advertisers and vendors; difficulty further developing Instructables' technology and platform; costs related to integrating and further developing Instructables' business and technology; whether certain market segments grow as anticipated; the competitive environment in the software industry and competitive responses to the acquisition; whether Autodesk can successfully develop new products and services or modify existing products and services and the degree to which these gain market acceptance; changes in the timing of product and services releases and retirements; failure to achieve continued success in technology advancements; and unanticipated impact of accounting for acquisitions.

Further information on potential factors that could affect the financial results of Autodesk are included in the company's annual report on Form 10-K for the year ended January 31, 2011, and Form 10-Q for the quarter ended April 30, 2011, which are on file with the Securities and Exchange Commission. Autodesk does not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made.

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 16 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 www.autodesk.com.

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