



## ADDING MULTIMEDIA Autodesk Explores the Power of the Possible at Autodesk University 2011

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LAS VEGAS, Nov 29, 2011 (BUSINESS WIRE) --

[Autodesk, Inc.](#) (NASDAQ: ADSK), a world leader in [3D design](#), engineering and entertainment software, is bringing together more than 200,000 designers, engineers, architects and digital artists at a series of in-person and virtual events to explore the "Power of the Possible." Now in its 19th year, [Autodesk University](#) is the annual series of Autodesk user conferences, including the flagship Autodesk University event in Las Vegas and associated virtual offerings online, which begin today. Autodesk University China, Autodesk University Japan and Autodesk University Brazil took place earlier this year.

"Over the past year, Autodesk has launched new solutions, including [Autodesk Cloud](#) and our new [design and creation suites](#), to help our customers solve the world's toughest design and engineering challenges," said [Chris Bradshaw](#), Autodesk senior vice president and chief marketing officer. "At Autodesk University 2011, our global user community will learn about new ways to use the power of cloud computing to increase efficiency and improve profitability, and design better products, buildings, infrastructure and entertainment."

A highlight of Autodesk University 2011 -- with more than 8,000 attendees from 80 countries expected -- will be the new series of innovation forums: six sessions intended to provoke, challenge and enlighten attendees about entirely new ways to design and innovate. The innovation forums will feature a mix of individual presentations and panel discussions with representatives of organizations including Disney, Sony, Nike, TechShop, Gehry Technologies, Granta Design and Forrester Research, as well as noted speakers Sir Ken Robinson, Louise Leakey, Saul Griffith and Alex McDowell.

Autodesk University provides training on the latest Autodesk 3D design software, free certification opportunities and the chance to interact with and learn from other users and design industry leaders. The 2011 series of events is one of the largest gatherings of design professionals and industry experts in the world and includes a broad and deep curriculum of Autodesk technical content taught by top instructors. Autodesk University provides attendees with a mix of presentations, instruction and social activities to network, share ideas with peers and meet industry leaders from around the world.

Autodesk University China, Autodesk University Japan and Autodesk University Brazil were held earlier this year and attracted a combined audience of more than 4,000 attendees. Autodesk University Las Vegas and Autodesk University Virtual run from November 29 through December 2 and will offer almost 1,000 classes, labs, un-conference discussions, virtual learning sessions and keynote presentations. Both physical and virtual attendees can train with the latest tools and techniques alongside top instructors, Autodesk insiders and industry experts. Virtual attendees can access key industry sessions and interact online with peers and experts through 200 on-demand classes, available in English, Spanish and Portuguese. Autodesk University Virtual is free at the [AU Virtual site](#).

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

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