



Brunei Economic Development Board Partners with Autodesk to Develop Country's Media and Entertainment Industry

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BRUNEI--(BUSINESS WIRE)--Jan. 16, 2013-- [Autodesk Inc.](#), (NASDAQ: ADSK) a world leader in 3D design, engineering and entertainment software, has signed a collaboration agreement with the Brunei Economic Development Board (BEDB) to develop the country's media and entertainment industry. Autodesk will provide training and certification for its media and entertainment solutions at Brunei's Creative Arts Facilities (CRAFT).

(left to right) Autodesk's Managing Director for ASEAN Region, V R Srivatsan and Deputy CEO Dr. Abdu ...

CRAFT, a BEDB initiative, was launched by Yang Mulia Dato Paduka Hj Ali Bin Apong, Deputy Minister at the Prime Minister's Office and Chairman of the BEDB. Since March 2012, CRAFT has been involved in several capacity development programs such as seminars and training workshops for students from Institutes of Higher

(left to right) Autodesk's Managing Director for ASEAN Region, V R Srivatsan and Deputy CEO Dr. Abdul Manaf Metussin of the Brunei Economic Development Board exchange a signed agreement to work together to develop the Brunei media and entertainment industry. Also seen is Mr. Daniel Leong, Senior Manager Innovation and New Initiatives of BEDB. (Photo: Business Wire)

Learning as well as local industry players. CRAFT aims to train at least 100 animators and multimedia developers in the next four years.

"I hope to see the creation of more multimedia companies in Brunei involving local creative talents in regionally and even internationally acclaimed multimedia projects. Reputable foreign multimedia companies would also be attracted to set up in Brunei to collaborate on cross-border international productions with our locals. Hopefully some of these projects could also showcase Brunei's unique culture and identity, such as an animation series based on Brunei's own folklore hero Nakhoda Manis," said Dato Paduka Hj Ali.

Under the collaboration, Autodesk will provide capacity development programs in three (3) phases for a period of 18 months. The programs will include animation studio processes as well as training and certification in Autodesk Entertainment Creation Suite Ultimate software which includes Autodesk Maya, Autodesk 3ds Max, Autodesk MotionBuilder, Autodesk Mudbox, Autodesk Sketchbook Designer and Autodesk Softimage. CRAFT participants will also have access to Autodesk's technical support for their Autodesk-based production pipeline. Autodesk will introduce participants of CRAFT to its network of industry players for potential learning and project opportunities.

"It is a matter of great pride for us to collaborate with BEDB for development of the media and entertainment industry in Brunei," said V. R. Srivatsan, Autodesk ASEAN managing director. "With the development of CRAFT, the multimedia landscape in Brunei is poised for strong growth and we are happy to support this movement with our latest software for design engineering, media and entertainment."

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 17 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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