



Autodesk and Mattel Team Up to Bring New Digital and 3D Printing Experiences to Kids and Families

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Partnership will unlock the creative “keys to the toy factory” and inspire kids’ and fans’ unlimited imaginations

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 20, 2015-- [Autodesk, Inc.](#) (NASDAQ:ADSK) and [Mattel](#) (NASDAQ:MAT) announced today they have signed an exclusive agreement to power the Mattel toy line with cutting-edge 3D design and 3D printing technology.

The joint initiative will provide a new immersive experience by combining beloved physical toys with digital adventures. An upcoming series of apps will empower consumers to imagine, design and customize their own toys, and help to make the toys real through 3D printing.

“Autodesk is dedicated to providing powerful, yet easy-to-use 3D design and 3D printing apps to unlock the creativity in everyone,” said Samir Hanna, vice president and general manager, Consumer and 3D Printing, Autodesk. “Partnering with an iconic brand like Mattel provides us with an opportunity to demonstrate how Spark, our open 3D printing platform, can help create amazing experiences that bridge the digital and physical worlds and push the boundaries of creative play.”

The exclusive collaboration aims to bring hands-on design experiences to support an interactive learning environment through fun apps so that kids can also learn while they play. The digital experiences also engender pride in accomplishment and tap directly into the maker trend that encourages creativity, imagination and open-ended customization.

“We’re constantly inspired by the passion and creativity we see among kids around the world,” said Doug Wadleigh, senior vice president and global brand general manager, Toy Box, Mattel. “Technology is changing daily and by harnessing Mattel’s expertise in play and Autodesk’s expertise with creative apps and 3D printing, we’re able to offer a new kind of 3D design experience, continuing the Mattel legacy of inspiring imagination and creativity.”

The first in a series of new apps is scheduled to launch in the second half of 2015 along with a dedicated online hub for Mattel’s 3D printing initiatives. Additional details and information will be announced at a later date.

About Mattel

The Mattel family of companies (Nasdaq: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at <http://www.mattel.com>, <http://www.facebook.com/mattel> or www.twitter.com/mattel.

About Autodesk

Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. For more information visit autodesk.com or follow @autodesk.

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