



## Discreet Showcases Convergence of Video Games and Hollywood at Electronic Entertainment Expo 2003

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Private Suite Offers Quiet, Informative Oasis to Provide Mobile, Console and PC Game Development Solutions for Publishers, Media and Game Developers

SAN FRANCISCO, May 13, 2003 (BUSINESS WIRE) -- Discreet, a division of Autodesk, Inc. (Nasdaq:ADSK), will be at the Electronic Entertainment Expo (E3) in Los Angeles this week (Wednesday, May 14-16) to showcase its 3D animation, modeling, character design, rendering and game modification software and integrated partner software demonstrations. Discreet will be unveiling key game initiatives in an -- invitation only -- suite at E3 to publishers and game developers interested in adopting streamlined techniques and fast game-to-market methodologies for PC, console games, and the mobile gaming market. Discreet will also illustrate why its software is the bridge between Hollywood visual effects for motion pictures and the video game market -- with market share in both industries.

At E3, Discreet will provide details of its games software strategy with key media, publishers and developers. Discreet will also share educational "how to" sessions regarding rapid game development for PC, PlayStation(R), Xbox(TM), GameCube(TM), and mobile games -- a key theme of the convention and a burgeoning market predicted to reach over \$2 billion by 2004 and \$7 billion by 2008 (Strategy Analytics, Inc. 2003 report). In its private suite, Discreet will host demonstrations of its 3ds max(TM) modeling, animation and rendering solution; character studio(R) software for character design; various rendering solutions; and gmax(R) software for game modification.

3ds max remains the steady choice of game developers and publishers with its long-time history of software development features specifically dedicated to game software engineers, animators, technical directors and producers. Used for everything from pre-visualization and cinematic design to high-quality finished titles, Discreet's 3D software is used by over 70% of the world's top-selling game developers such as Ubi Soft Entertainment, Digital Illusion, Microsoft, SEGA Corporation, Midway Games, and other leading game firms.

Discreet congratulates its 3ds max customers attending E3 as they unveil upcoming new game titles. Many of Discreet's customers' game titles were recent winners recognized by The Academy of Interactive Arts and Sciences (for 2002):

- Game of the Year--Battlefield 1942
- Computer Game of the Year--Battlefield 1942
- Computer Action Game of the Year--Grand Theft Auto III
- Computer Role-Playing Game of the Year--Neverwinter Nights
- Computer Strategy Game of the Year--Warcraft III: Reign of Chaos
- Console Game of the Year--Tom Clancy's Splinter Cell
- Console Action Adventure Game of the Year--Grand Theft Auto - Vice City

Discreet's private suite is located at Room 409-A in Concourse Hall Level 2.

Discreet will also be in the CANADA Pavilion, Stand #6021 Kentia Hall, lower level, open to general public E3 show attendees.

About 3ds max

3ds max is available worldwide in English, French, Italian, German and Japanese through a worldwide reseller and sales network. A full featured 30-day trial version of 3ds max software is available through [www.discreet.com/products](http://www.discreet.com/products). For more information, visit [discreet.com](http://discreet.com) or call 800/869-3504 or 514/393-1616.

About Discreet

Discreet empowers moving media professionals to realize the visual experience, transforming their most evocative and ambitious visions into reality. Its range of award-winning systems and software is developed for digital media creation, management and delivery -- across all disciplines from visual effects and editing to animation, game development, web/interactive design, and design visualization. Discreet is based in Montreal, Quebec and is a division of Autodesk, Inc., the world's leading design and digital media creation, management, and distribution company. Product and corporate information is located on the Internet at [www.discreet.com](http://www.discreet.com).

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SOURCE: Discreet

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