



Autodesk Location Services Introduces the New Autodesk(R) Traffic Connect - SMS Edition

October 21, 2003

Product is the First in a Series of Location Connect Application Editions Optimized for Popular Delivery Channels

CTIA Wireless I.T., LAS VEGAS, Oct 21, 2003 /PRNewswire-FirstCall via COMTEX/ -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq: ADSK), today announced the Autodesk Traffic Connect - SMS Edition. This new version of the Traffic Connect application delivers up-to-the-minute, location sensitive traffic information to wireless subscribers using text messaging (SMS). Subscribers can receive relevant reports on traffic conditions automatically or on demand, a new feature that enables the person to receive traffic information by simply sending a text message to the service provider. It is the first in a series of Location Connect application editions optimized for popular delivery channels. The product will be demonstrated at the Autodesk Location Services booth (#631) at CTIA Wireless I.T.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000518/SFTH083LOGO>)

"Of all the applications available in the Autodesk(R) Location Connect suite, Traffic Connect has proven to be the most popular with both carriers and their customers," said Joe Astroth, executive vice president, Autodesk Location Services. "The new Traffic Connect - SMS Edition lets carriers deliver traffic information using text messaging, a proven and profitable delivery channel. It also enables them to leverage their existing wireless network infrastructure."

As most commuters can attest to, traffic has become an increasing problem in North America as well as many other parts of the world. According to an annual report issued by the Texas Transportation Institute at Texas A&M University two weeks ago, American drivers spend an average of 51 hours in traffic a year, four more than five years ago. Based on the study of 75 urban areas in the United States, this comes with a price tag of \$69.5 billion in wasted time and gas. By using Traffic Connect subscribers can avoid untimely and costly setbacks due to traffic back-ups.

The other applications included in the Autodesk Location Connect application suite include:

- * Autodesk(R) Business Connect lets subscribers find hotels, banks, gas stations and other businesses when and where they need the information.
- * Autodesk(R) Entertainment Connect helps users find movies, museums, and other entertainment venues while on the go.
- * Autodesk(R) Friend Connect allows users to locate, communicate and connect with nearby friends or co-workers.
- * Autodesk(R) Directions Connect enables users to generate and send directions, as well as view maps.

These can be used alone or in conjunction with one another. For example, a subscriber could find a restaurant using Business Connect, invite a nearby friend using Friend Connect, and send that person directions using Directions Connect.

About Autodesk Location Services

Autodesk Location Services (<http://www.autodesk.com/locationservices>), a division of Autodesk, Inc., provides a complete solution that enables wireless carriers and mobile operators to quickly and reliably offer location-based services to their subscribers. Its offering consists of a highly-scalable, open standards-based platform, market-ready applications, content integration and professional services. Autodesk (<http://www.autodesk.com>) is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes.

NOTE: Autodesk is a registered trademark of Autodesk, Inc., in the United States and other countries. All other brand names, product names, or trademarks belong to their respective holders.

SOURCE Autodesk, Inc.

Cassie Stevenson of Autodesk, Inc., +1-415-507-5638, or cell, +1-415-533-2720, or cassie.stevenson@autodesk.com
/Photo: <http://www.newscom.com/cgi-bin/prnh/20000518/SFTH083LOGO>
AP Archive: <http://photoarchive.ap.org>
PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840

<http://www.autodesk.com>