



Autodesk Location Services Provides Carriers with Flexible Service Creation Environment for Richer User Experience

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Autodesk Demonstrates Improved Interactivity and Enhanced Graphics Capabilities with J2ME Prototype Applications at CTIA 2003

Visit Autodesk Location Services at CTIA, March 17-19, 2003 Ernest N. Morial Convention Center in New Orleans, Booth #3560

Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK), announced today that it will demonstrate its carrier-class software platform for location-based services, LocationLogic4, and market-ready suite of applications, Location Connect, at CTIA 2003. Together, the applications suite and middleware platform, which includes a developer tool kit, constitute a service creation environment that enables wireless operators to rapidly bring to market differentiated service offerings.

Autodesk Location Services will also be showcasing a J2ME application as a service creation prototype to highlight technology advancements and the flexibility of the Autodesk application development framework. Autodesk will show how such services can increase network traffic and airtime, create service differentiation, and generate customer loyalty while taking advantage of existing infrastructure investments, the top desires of wireless carriers today.

"Location-based services are already helping carriers generate real revenue by adding the benefit of proximity to existing services that subscribers are using, such as traffic alerts and concierge services," said Joe Astroth, executive vice president, Autodesk Location Services. "Our service creation environment allows carriers and third-party developers to quickly build and deploy applications that meet customers' needs and, in turn, encourage further adoption."

Autodesk's platform offers reliable processing of high transaction volumes, provides real-time data communications, and supports all the most popular end-user devices, such as mobile phones, PDAs, and laptops. Autodesk's flexible application development framework is also operating system and programming language agnostic.

As evidence of the flexibility of Autodesk's flagship LocationLogic platform and to illustrate the rich end-user experience it enables, Autodesk is showcasing a new J2ME service creation prototype application. The new J2ME provisional application was developed in only a week, further demonstrating the ease with which one can develop applications with Autodesk's service creation environment. Drawing on the capabilities of LocationLogic, the interactive prototype application highlights key functionality of J2ME, including enhanced graphics and interactivity. Since all J2ME interactivity takes place on the phone, it enables a faster response time and reduces the load on the network and servers. The product is applicable to a wide range of location services for the consumer, such as friend finders, traffic alerts and routing, as well as business and entertainment locators

This service creation prototype is well-timed to address the growing number of J2ME compatible handsets, which is already estimated to be 421 million according to analyst firm, the ARC Group. This number is expected to reach 442 million by 2004 and to total 1.1 billion by 2006. Most major handset-makers including Motorola, Nokia, Siemens and Sony-Ericsson already have J2ME-enabled handsets on the market or will soon.

To see a demonstration of Autodesk Location Services complete location solution, including the J2ME prototype application, please visit Autodesk Location Services at CTIA, March 17-19, 2003, at the Ernest N. Morial Convention Center in New Orleans, Booth #3560.

About Autodesk LocationLogic

Building on Autodesk's core strengths in mapping, visualization, and location analysis, Autodesk LocationLogic was engineered from inception to meet the specific requirements of wireless carriers. LocationLogic handles the complexities of network integration, content management, and application integration using standard APIs and protocols to ease integration and lower the cost of application development. LocationLogic provides essential LBS platform capabilities, including location alerts, multi-modal routing, and multi-country geocoding, and is compliant with all the latest J2EE, XML, OpenLS, and OMA standards. Moreover, LocationLogic 4 extends beyond OpenLS-defined geoserver functionality with location refinement, location alerting, content management, open data schema, etc.

About Autodesk Location Connect

Autodesk Location Connect is a comprehensive suite of market-ready applications, providing off-the-shelf convenience. It is the fastest way to provide consumer and enterprise subscribers with a variety of easy-to-use location services that are simple and intuitive, thus fostering customer adoption. The entire application suite -- Business Connect, Directions Connect, Entertainment Connect, Friend Connect, and Traffic Connect -- is ready to deploy and easy to integrate into carriers' existing infrastructure.

LocationLogic, including its LBS application development environment and Location Connect constitute a complete solution. With LocationLogic installed in their infrastructure, wireless operators can rapidly deploy location-enabled services by:

-- Licensing market-ready white-label applications from Autodesk Location Services -- Location-enabling existing applications -- Building and deploying custom LBS applications -- Licensing partner applications from Autodesk Location Services About Autodesk Location Services

Autodesk Location Services (www.autodesk.com/locationservices), a division of Autodesk, Inc. provides wireless network operators and enterprises worldwide with a robust solution for location enabled wireless services. The LocationLogic Platform and Location Connect suite of applications offer personalized, localized and actionable wireless services that increase productivity and convenience for mobile individuals. Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers throughout the value chain leverage digital design data to work better, faster, and

smarter. For more information about the company, see www.autodesk.com.

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