



## **Autodesk Launches its Subscription Program in Asia Pacific -- Completes Next Phase of Worldwide Availability**

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### ***The Autodesk Subscription Program Brings the Ease of Software Management and the Benefits of Having the Latest Autodesk Software to Customers in Asia Pacific***

Autodesk, Inc., (Nasdaq:ADSK) the world's leading design and digital content creation company, today announced the availability of the Autodesk(R) Subscription Program in Asia Pacific. First launched in North America and Europe, the Autodesk Subscription Program is the most efficient way for Autodesk customers to stay current with the latest design technology and to benefit from simplified software management and easy budgeting.

"In this day and age, when business speed is often critical to a company's survival, the need to stay ahead is vital to gaining a competitive edge. The Autodesk Subscription Program enables our customers to access the latest design technology as soon as it is available," said Bruce Polderman, subscription services director, Autodesk's Design Solutions Group. "We are delighted to extend this program to our customers in Asia Pacific and are confident that they will benefit from it as much as our North American and European customers who have given it a resounding vote of acceptance."

#### **Ease of Software Management**

A single annual fee allows program members to manage their software budget and avoid unpredictable upgrade costs. With an annual operating expense, subscribers can plan for technology expenditures more accurately. The Autodesk Subscription Program also simplifies license management by providing a single contract number per company. A members-only website provides access to subscription information such as coverage reports that allow members to manage software licenses across the enterprise.

#### **Access to the Latest Software**

With automatic access to software releases and updates as they become available, customers can eliminate the disruption associated with purchasing, budgeting for, or tracking new releases. For products like Autodesk Inventor(R) software and Autodesk(R) Revit(R) building information modeler with a history of rapid development, the program provides a timely cycle of new releases with rich new content as soon as it becomes available.

"Through the Autodesk Subscription Program we are able to take advantage of the latest and greatest Autodesk has to offer without having to wait over a year for a full product release," said Doug Cochran, CAD director for LPA, Inc., in Irvine, California. "We also have the convenience to test out the new functions and features of any enhancement before introducing it on a larger scale company wide."

#### **Availability**

The Autodesk Subscription Program will be made available in Australia, New Zealand, Southeast Asia, India, Hong Kong, Taiwan, Japan, and Korea. For further information about the Autodesk Subscription Program, visit [www.autodesk.com/subscription](http://www.autodesk.com/subscription).

#### **About Autodesk**

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. Autodesk is one of the largest global software companies with annual revenues of \$936 million. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

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