



## **Autodesk Location Services Leads the Way to Revenue Opportunity At CTIA Wireless 2002; First Location-Smart Mobile Messaging Services Highlighted**

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ORLANDO, Fla., Mar 18, 2002 (BUSINESS WIRE) --

*Visit Autodesk Location Services at CTIA, March 18-20, 2002 Orange County Convention Center, Booth #1249, Hall A*

Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK), announced it will showcase revenue-generating location-based services in real-time demonstrations at the CTIA Wireless 2002 conference in Orlando, Florida. Using the latest mobile phones, including the Ericsson T68, Autodesk Location Services will demonstrate to wireless carriers and other show attendees a host of ready-to-deploy applications and services that take advantage of carriers' existing network investments and consumer trends, such as messaging. Of further interest to U.S. carriers is Autodesk Location Services experience in the Italian market with Telecom Italia Mobile who selected Autodesk MobileConnect for Connect TIM, a new wireless data services solution for its subscribers. See press release issued in December 2001 <http://locationservices.autodesk.com/about/pressrelease121001.htm>.

Through a series of real-world scenarios, Autodesk Location Services will show how carriers can implement location-based services today that can increase network traffic and airtime, create service differentiation, and generate customer loyalty -- while taking advantage of operators' existing infrastructure investments. The booth demonstrations will feature the following:

-- Location SMS and location MMS solutions Autodesk Location Services' location SMS (location-enabled Short Messaging Service) and location MMS (location-enabled Multimedia Messaging Service) solutions accelerate existing SMS revenue by adding a location element to this popular messaging framework.

-- Autodesk Location Connect suite of applications Autodesk Friend Connect: Connect to friends in the vicinity to exchange messages, select a meeting spot, and obtain personalized directions. This permission-based application builds communities while increasing traffic for carriers. Autodesk Business Connect: Search, locate and maps for businesses such as hotels, restaurants, banks. Autodesk Directions Connect: Get step-by-step directions and maps for walking or driving. Autodesk Entertainment Connect: Search, locate, and map favorite recreation venues.

### Location-Enabled Mobile Messaging Opportunity

Multimedia Messaging Services (MMS) offer a dramatic increase in mobile-to-mobile messaging by allowing two or more media sources -- including sound, animations, and video clips -- to be integrated and sent with text. By location-enabling MMS, wireless operators can offer further value to subscribers by making the MMS relevant to the user's location.

For instance, a business traveler seeking accommodation could enter a short command for locating hotel options, and the location intelligence in the system would determine where the traveler was and provide information for nearby hotels. Using MMS, the subscriber would be able to view photographs of the hotel's facilities. See image, <http://locationservices.autodesk.com/solutions/messaging.htm#sms>.

### About Autodesk Location Services

Autodesk Location Services ([www.autodesk.com/locationservices](http://www.autodesk.com/locationservices)), a division of Autodesk, Inc., provides infomobility solutions to carriers and enterprises worldwide. The Autodesk LocationLogic platform and Autodesk Location Connect suite of applications bring personalized, localized, and actionable wireless data services to wired, mobile, and wireless environments. 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](http://www.autodesk.com).

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