



Autodesk Location Services Selected as Location-Based Services Partner for TIM's Enterprise Applications

February 20, 2002

CANNES, France, Feb 20, 2002 (BUSINESS WIRE) --

Partnership Adds Value to Autodesk Location Services, TIM Relationship and Provides Autodesk a Channel for the Distribution of Location-Based Services to Enterprises

Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK), today announced an agreement with wireless operator, TIM (Telecom Italia Mobile) to participate in the TIM Application Program (TAP) as the provider of location-based services. In this role, Autodesk Location Services will location-enable applications and services offered to TIM's enterprise customers. TIM supports 23.95 million subscribers in Italy and represents the majority of corporate wireless customers.

"The enterprise space offers enormous opportunity for location-sensitive applications, particularly in terms of adding location sensitivity to existing applications and functions," noted Scott Ellison, Program Director of Wireless and Mobile Communications for International Data Corporation. "Particularly rich opportunities include businesses with substantial sales and field service personnel, transportation, shipping, any business with delivery functions, as well as the enormous public safety market," he added.

Customer-relationship management, fleet management, and sales force automation are examples of enterprise applications and services that would be a natural fit for location-enhancement. Other implementations could include the provision of services where, for example, a shipping company uses location-based applications to market itself to customers and gain mind share. In such a case, a TIM wireless subscriber would have access to the nearest locations of the shipping company along with directions and hours of operation. All of this information would be exchanged using Autodesk's location SMS service that enhances the text message sent via SMS (Short Messaging Service) with location-based capabilities, such as navigation, concierge, and proximity services.

"By integrating location sensitivity into our applications and services we provide our enterprise customers with an opportunity to bring new value to their brand and products," said Roberto Pellegrini, TIM Business Division Director. "Autodesk Location Services was selected to join us in this important initiative based on their LBS expertise evidenced with innovative services such as location SMS and MobileConnect as well as the company's deep knowledge of the enterprise market and its needs."

About TIM

TIM operates in the Italian market, in Europe and Latin America and is one of the leading European operators. As of December 12, 2001 TIM counted 23.95 million lines in Italy alone. Taking into account the European and Latin American lines, TIM Group, reached a total target of 50.7 million mobile lines in December 2001. The high number of customers on one network in Europe, a firm consolidating international presence, a leading name for innovation and testing new technology, an extensive distribution network, an acclaimed and solid brand name, the ability to support heavy investments: these are all factors that contribute to the competitive force and bargaining power that TIM currently enjoys and that will play a key role in the new environment.

About Autodesk Location Services

Autodesk Location Services (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 is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of industries, including building design, manufacturing, geographical information systems and digital film and video industries. 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.

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