



Autodesk Location Services First to Bring Location-enabled Mobile Messaging to Market; Location-Enabled SMS and MMS Bring New Capabilities, Value to Wireless Operators

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CANNES, France, Feb 19, 2002 (BUSINESS WIRE) -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK), today announced the availability of the industry's first location MMS (location-enabled Multimedia Messaging Service) and location SMS (location-enabled Short Messaging Service) solutions. The company will demonstrate its solution in the Imperial Suite at the Carlton Inter-Continental Hotel in Cannes, France during the 2002 3GSM World Congress, February 19-22. For more information, visit www.autodesk.com/locationservices.

Multimedia Messaging Services (MMS) offers a dramatic increase in mobile-to-mobile messaging by enabling two or more media sources--including sound, animations, and video clips--to be integrated and sent along 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 the whereabouts of the traveler and provide information for hotels in the vicinity. 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>.

"Location-enabling MMS opens the door to an abundance of data-rich services that operators can make available to their corporate and individual wireless subscribers," said Joe Astroth, executive vice president, Autodesk Location Services. "Location sensitivity is the key element that will enable mobile-to-mobile messaging that is highly personalized and relevant to subscribers' changing needs as they move from place to place, activity to activity."

Person-to-person SMS, the forerunner of MMS, is already enormously popular among mobile users, particularly in Europe, with revenues projected to reach \$6.5 billion worldwide by 2003, according to analyst firm, International Data Corporation. By location-enabling SMS and MMS, operators can offer a host of new data services to their mobile subscribers, such as navigation, concierge and proximity searches.

Autodesk Location Services also announced today the introduction of Autodesk Location Connect 2. See: <http://locationservices.autodesk.com/about/pressrelease021902a.htm> for more information on the application suite.

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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