Autodesk Location Services Announces Worldwide Agreement with HP to Jointly Deliver Location Services Solution

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3GSM WORLD CONGRESS, CANNES, France, Feb 23, 2004 /PRNewswire-FirstCall via COMTEX/ -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq: ADSK), today announced that its advanced location software technology will be integrated into two key HP mobility offerings, HP OpenCall Mobile Location System (MLS) and the HP mobile Service Delivery Platform (mSDP). As part of an agreement, the companies will cooperate in joint sales and marketing efforts worldwide.

(Logo: http://www.newscom.com/cgi-bin/prnh/20000518/SFTH083LOGO)

Autodesk Location Services' collaboration with HP offers customers a comprehensive solutions portfolio that spans the location services value chain, from core location determination to complete, market-ready location applications, all based on carrier-grade platforms.

Customers will have the flexibility to choose how they want to deploy location services. With the network-based position determining solution from HP, the Autodesk location software provides a highly efficient framework of gateways and interfaces that enable the creation of location-aware services, either stand-alone in the HP OpenCall MLS or as part of a broader mobility framework, as with the HP mSDP. For mobile operators, this modular, end-to-end approach provides flexibility, reduces cost and risk, and accelerates time-to-market.

"Through our experience in this space, Autodesk Location Services and HP have developed a clear vision of how wireless network operators can make location-enhanced services available to their customers with a low-risk, integrated system. The combination of the two companies' expertise will ultimately reduce a carrier's cost to deploy a location services solution," said Joe Astroth, executive vice president, Autodesk Location Services.

Mobile operators initially deployed safety-oriented location-aware services to meet U.S. mandates to expedite emergency response, but now many are utilizing the same infrastructure to deliver revenue-generating commercial services. Mobile customers enjoy the convenience of location-sensitive information on nearby restaurants, banks, theaters, gas stations, and hotels, as well as turn-by-turn directions to such commercial establishments.

"Autodesk Location Services has developed innovative software that complements HP's own location solutions portfolio," said Marco Limena, vice president, Network and Service Provider Solutions, HP Services. "Together, our companies are in a stronger position to help mobile operators capitalize on the opportunity for new revenues from location-aware services."

At the 3GSM show, Autodesk Location Services will be showing its location services software by appointment in its corporate suite across from the Palais des Festivals in Cannes. HP will be demonstrating the HP OpenCall MLS solution and the HP mSDP service platform incorporating the Autodesk solution at its stand in Hall 1, Stand A-10 in the Palais des Festivals.

About Autodesk Location Services

Autodesk Location Services (http://www.autodesk.com/locationservices), a division of Autodesk, Inc., provides a complete solution that enables wireless carriers and mobile operators to quickly and reliably offer location-based services to their subscribers. Its offering consists of a highly-scaleable, open standards-based platform, market-ready applications, content integration and professional services. Autodesk (http://www.autodesk.com) is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes. For more information about the company, see www.autodesk.com.

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CONTACT: Cassie Stevenson of Autodesk, Inc., mobile +1-415-533-2720, or cassie.stevenson@autodesk.com; or Jasmine Khounnala of Herald Communications, mobile +33-6-03-81-48-56, or jkhounnala@herald-com.fr, for Autodesk.

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Cassie Stevenson of Autodesk, Inc., mobile +1-415-533-2720, or cassie.stevenson@autodesk.com; or Jasmine Khounnala of Herald Communications, mobile +33-6-03-81-48-56, or jkhounnala@herald-com.fr, for Autodesk /Photo: http://www.newscom.com/cgi-bin/prnh/20000518 /SFTH083LOGO AP Archive: http://photoarchive.ap.org PRN Photo Desk, +1-888-776-6555 or +1-212-782-2840

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