



Discreet Introduces 3ds max 7.5 to its Subscription-based Customers

February 23, 2005

Latest Software Update Will Expand Company's 3D Modeling and Animation Features With Built-in Hair and Fur, mental ray 3.4, and Integrated Visualization Tools

SAN FRANCISCO, Feb 23, 2005 /PRNewswire-FirstCall via COMTEX/ -- Discreet, the media and entertainment division of Autodesk, Inc. (Nasdaq: ADSK), today announced 3ds max 7.5 software, an upgrade exclusively for its 3ds max(R) subscription customers that will deliver a broad range of sought-after new features and capabilities. The Discreet 3ds max 7.5 software subscription upgrade was developed to provide complete file compatibility with the current 3ds max 7 software, and will add significant enhancements ranging from a robust integrated hair and fur system, the most current version of mental ray(R) 3.4 by mental images -- and a new design toolset that combines the feature sets of 3ds max and Autodesk(R) VIZ software.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031016/SFTH007LOGO>)

The 3ds max 7.5 software subscription upgrade will especially equip 3ds max software artists working in feature film and game cinematics who want to raise the bar for their 3ds max software work with amazingly realistic hair and fur. Additional render nodes in mental ray 3.4, the newest version of the award-winning rendering solution on the market, will offer extended rendering options. Design visualization artists will benefit from a substantial new set of complementary design visualization features in 3ds max 7.5 software and the mental ray 3.4 advanced rendering features from improved interoperability with DWG-based 3D CAD applications like Autodesk Revit and Autodesk VIZ.

"After delivering a powerful cloth solution to our installed base of 3ds max software subscription customers last month, Discreet continues to drive value and feature benefits with today's announced addition of award-winning hair and fur extensions, mental ray 3.4, and numerous extensions for the game cinematics and design and visualisation community," said Marc Petit, vice president of product development at Discreet. "With 3ds max 7.5 software, Discreet further underlines its leadership in total cost of ownership and redefines the level of expectation for a high end 3D package -- that ultimately gives our artists the power of an integrated professional 3D pipeline at their fingertips," said Petit.

The Hair and Fur features added in the 3ds max 7.5 software subscription update are based on Joe Alter's highly regarded "Shave and a Haircut" solution, and offers numerous styling and dynamics tools for creating realistic hair and other strand-derivative effects, including:

- Styling tools -- brush tool for combing hair and brushing along complicated contours with "re-comb," as well as support for clumping and frizz for added realism
- Hair dynamics tools -- using the dynamics engine of Shave and the dynamic forces of 3ds max software to inherit inertia directly from the Skin or any other modifier's surface movement
- mental ray integration-- fast, memory-efficient and direct rendering using the native mental ray hair primitive
- Hair, plus-instanced geometry can be used as individual hairs to easily create forests, fields of flowers and other landscapes

3ds max 7.5 software is expected to be available in mid-April to customers in the Discreet Subscription Program, a group that has grown to include more than 40,000 Discreet 3ds max software artists worldwide who value early access to new functionalities. 3ds max subscription customers can be eligible to receive valuable self-paced training options, feature-rich product extensions and a broad range of other technology and business benefits.

Discreet 3ds max software is available for US \$3,495 and 3ds max Subscription is available for an additional US \$440. For more information about the subscription program for 3ds max software, contact a Discreet Authorized Reseller or visit <http://www.discreet.com/subscription/>.

Discreet software customers continue to embrace 3ds max software in motion picture production, with the application being favored for the creation of recent memorable visual effects for Sky Captain and The World of Tomorrow, The Day After Tomorrow and many other films. 3ds max software is also the tool of choice among renowned architectural firms including HOK, KDLAB, Bombardier, OVI, and Urban Simulations for producing final design elements and cinematics. 3ds max software can be purchased now for \$3,495 US. For more information, please visit <http://www4.discreet.com/3dsmax/>.

About Discreet

Discreet empowers media professionals to realize the visual experience and transform their most evocative and ambitious visions into reality. Discreet's award-winning solutions are designed for digital media creation, management, and delivery -- across all disciplines from film and television visual effects, color grading, and editing to animation, game development, web/interactive, and design visualization. Discreet is based in Montreal, Quebec, and is the media and entertainment division of Autodesk, Inc., the world's leading design and digital media creation, management, and distribution company. Product and corporate information: www.discreet.com.

Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit www.autodesk.com.

NOTE: Discreet is a division of Autodesk, Inc. Discreet, 3ds max and Autodesk VIZ are registered trademarks of Autodesk, Inc. in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

Contacts:

Kevin G Clark, Senior Manager of Corporate Communications-Discreet
(415) 547-2457
kevin.g.clark@autodesk.com

Karen Raz-Raz PR

(310) 450-1482
karen@razpr.com

SOURCE Autodesk, Inc.

Kevin G Clark, Senior Manager of Corporate Communications of Discreet, +1-415-547-2457, or kevin.g.clark@autodesk.com; or Karen Raz of Raz PR, +1-310-450-1482, or karen@razpr.com, for Discreet