



Autodesk Extends Consulting Services to Media and Entertainment Industry

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SAN RAFAEL, Calif., April 14, 2005 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that it has extended Autodesk Consulting services to the media and entertainment industry by creating a dedicated practice to help media and entertainment clients realize their ideas. Media and entertainment is the fourth market practice for Autodesk Consulting, joining manufacturing, building and infrastructure.

Autodesk Consulting services for the media and entertainment market are designed to maximize the creative functionality and power of Autodesk Media and Entertainment solutions. Select professional services include pipeline (data) management, calibration of the Discreet(R) Lustre(R) digital color grading system, customization of digital 3D environments, implementation services for a variety of products -- including Autodesk(R) Toxik(TM) software and Autodesk(R) Stone(R) Shared storage area network, custom application development and specialized training. Customers such as Prime Focus (India), Prasad EFX (India), The Atlab Group (Australia/New Zealand) and Digital Pictures Sydney (Australia) are already benefiting from Autodesk Consulting services.

"Our customers are adopting shared, data-centric environments and end-to-end digital acquisition, management, and distribution strategies," said Tom Ohanian, senior director of Autodesk Consulting for the media and entertainment industry, and co-inventor of Avid Technology's Media Composer, Film Composer and Multicamera systems. "From the transition of 2D to 3D and to customized applications and training, Autodesk Consulting's team of industry and technology professionals is helping customers streamline their production workflows and maximize their return on investment."

Autodesk Consulting customers in other industries include Macerich -- one of the largest owners and operators of regional shopping malls in the United States, Parker Hannifin -- the world's leading diversified manufacturer of motion and control technologies and systems, and JBHM, a Mississippi-based full-service architectural firm. For more information on Autodesk Consulting, visit <http://www.autodesk.com/consulting>.

About Autodesk

Autodesk, Inc. is wholly focused on ensuring that great ideas are turned into reality. With six million users, Autodesk is the world's leading software and services company for the building, manufacturing, infrastructure, media and entertainment, and wireless data services fields. Autodesk's solutions help customers create, manage, and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency, and maximizing profits.

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

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