



Autodesk Announces 3ds Max Software Support for Sony Computer Entertainment Inc.'s Tools & Middleware Program for 'PLAYSTATION(R)3'

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Game Developers Can Realize Their Ideas for High Definition (HD), Next-Generation Game Titles With Autodesk's Technology

SAN RAFAEL, Calif., May 24, 2005 /PRNewswire-FirstCall via COMTEX/ -- Autodesk Inc. (Nasdaq: ADSK) today announced plans to support Sony Computer Entertainment Inc.'s (SCEI) next generation computer entertainment system, "PLAYSTATION(R)3", unveiled at the Electronic Entertainment Expo (E3) last week. The Media and Entertainment division of Autodesk has long had a technology dialog with SCEI, and the game developers who create the world's most popular entertainment titles with its 3ds Max professional 3D animation software for its "PlayStation(R)", "PlayStation(R)2" and "PlayStation(R) Portable" (PSP(TM)) platforms. Autodesk also announced intention to support 3ds Max title developers who may rely on the Collada(TM) format to streamline the complexities of next generation game title development.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO>)

With the overwhelming computing power announced in "PLAYSTATION(R)3" -- from powerful Cell processing, advanced graphics capabilities of RSX which is jointly developed by NVIDIA and SCEI, and support for high-resolution 1080p* -- demand for HD game titles is expected to explode. 3ds Max software is the most-installed and used 3D animation software solution for the digital entertainment industry -- and will meet the needs for title developers as they rush to create HD game titles for the current and next-generation "PlayStation(R)" platforms.

(*1080p -- "p" stands for progressive. 1080p is the highest resolution within the HD standard.)

"With a long-term business relationship with SCEI, Autodesk is committed to its on-going support that will directly benefit our 3ds Max customers as they create new, imaginative film-like game titles for 'PLAYSTATION(R)3' platform," said Marc Petit, vice president of product development and operations, Autodesk Media and Entertainment. "We are delivering the innovative tools and game pipeline solutions needed to help our customers realize their ideas and harness the amazing power of 'PLAYSTATION(R)3'. We are excited to support SCEI and the game developers who create game titles -- as they innovate for the future of 3D entertainment," added Petit.

About 3ds Max software

3ds Max software is the most popular 3D tool for game development with consistent delivery of high-quality results. As content becomes more complex and workflow and creative management prove more challenging, companies look not only to the market-proven 3ds Max modeling, animation and rendering toolset, but also to Autodesk's commitment to providing solid cost of ownership benefits through engineering advancements, re-investment in R&D, and progressive subscription service advantages.

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 www.autodesk.com.

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