



Autodesk Customers Realize Ideas with 3ds Max 8 Software-Announced at SIGGRAPH 2005

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New Release Empowers Creativity and Drives Productivity in 3D Pipelines

SAN RAFAEL, Calif., Aug 01, 2005 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK), today announced Autodesk 3ds Max 8 software, the latest version of its award winning 3D modeling, animation and rendering solution. Designed to provide the most comprehensive and advanced 3D design tools and pipeline workflow, 3ds Max is one of the industry's most popular solutions for games production, film and video production and design visualization.

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

"There are four specific areas of focus we are invested in for 3ds Max 8 that will address the present and future demands of increasingly complex 3D production environments," said Martin Vann, vice president of worldwide sales, marketing and support, Autodesk, Inc. "Those areas are Character Development, Advanced Modeling & Texturing, More Comprehensive Development Framework and Complex Data and Asset Management (dealing with scalability, collaboration and scene complexity)," added Vann.

"After we signed on to create the STAR WARS: Empire at War game for Lucas Arts, there was no question of which 3D software package to build this game title on. 3ds Max provides us with the best production-proven toolset for our game development goals," said Gary Cox, Art Director at Petroglyph. "We consistently hit our milestones with 3ds Max. After several months of testing 3ds Max 8, we anticipate even more productivity gains with the wealth of enhanced creative tools and workflow efficiencies."

3ds Max 8 will offer 3D artists advanced Character Development features into its fully integrated character animation toolset with advanced rigging tools, motion mixing and motion retargeting (non-linear animation). Modeling & Texturing advancements include new UV pelt mapping that greatly decreases the time and labor required to accurately texture a 3D model, DirectX and .fx support to create real time shaders inside the 3ds Max viewport.

Game development studios, visual effects/post-production facilities, and design visualization professionals require 3D tools that can scale to manage rapidly expanding data sets and bandwidth/interaction requirements. 3ds Max 8 will answer these needs with a Comprehensive Development Framework that delivers improved software developer kit (SDK) tools and documentation, XML support that efficiently exchanges scene and animation data, an interactive MAXScript debugger, and support for the Autodesk DWF Viewer, the free, downloadable application that offers review and approval collaboration for 3D data.

3D animation projects today are becoming increasingly complex-especially with artists working in multiple locations and geographies. 3ds Max 8 will deliver Complex Data and Asset Management advancements with continued connectivity to third-party, industry-standard asset management systems; and by integrating Autodesk Vault, a full-featured data management and asset tracking solution.

Features released exclusively to Autodesk Subscription clients over the past year-including Cloth, Hair and Fur, mental ray 3.4 and eight satellite render nodes-along with an extensive collection of visualization features compatible with Autodesk VIZ 2006, including enhanced File Link, Autodesk Inventor import, radiosity and adaptive subdivision-will automatically be included in 3ds Max 8. Autodesk Subscription continues to deliver incredible value to its members.

For a complete list of new 3ds Max 8 features, please visit: <http://www.autodesk.com/3dsmax/>.

"On previous projects, like Mr. & Mrs. Smith, 3ds Max has given us the tools we need to deliver the level of work that the directors and studios expect from us," said Jason Crosby, CG Supervision, Digital Dimension. With features like the new MAXScript Debugger and improved integration with mental ray 3.4, version 8 is going to make our jobs easier."

"3ds Max 8 will further extend our leadership in delivering leading creative tools that address the complexities of CG pipelines," said Marc Petit, VP Autodesk Media & Entertainment. "During the past year, Autodesk has stepped up its investment in 3D animation product development as well as support for its customers and partners. We are proud that this investment is being met with enthusiastic response from our 3ds Max 8 Beta testers."

3ds Max 8 will be demonstrated in the Autodesk booth, # 1700, at SIGGRAPH, taking place August 1-4 at the Los Angeles Convention Center.

Pricing and Availability

Autodesk 3ds Max 8 in English is expected to be available in the fall of 2005. Localized versions of 3ds Max 8, in selected languages, are expected to be available in the future. The Autodesk suggested retail price for Autodesk 3ds Max 8 software is US \$3,495. The Autodesk suggested retail price to upgrade from 3ds Max 7 to 3ds Max 8 is US \$795.

3ds Max Subscription

The Autodesk suggested retail price for 3ds Max Subscription is US \$440 per year and is available for purchase simultaneously with the product purchase or upgrade. Subscription customers qualify for access to the latest software updates, valuable product extensions to and E-learning materials. For more information about purchasing and reseller pricing for 3ds Max and 3ds Max Subscription, contact an Autodesk Authorized Reseller or visit <http://www.Autodesk.com/subscription/>.

****PRESS:** Screen shots and images of 3ds Max 8 are available at the Autodesk Media & Entertainment IMAGE LIBRARY at: <http://www.autodesk.com/3dsmax-imagelibrary>

About Autodesk

Autodesk, Inc. (Nasdaq: ADSK) 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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During the course of this communication, we may make forward-looking statements regarding future events and the future performance of the Company. These forward-looking statements are subject to assumptions, risks and uncertainties, which are discussed in documents we file from time to time with the SEC and specifically in our Annual Report and 10-K filed for the year ended January 31, 2005. These documents contain and identify important factors that may cause the actual results to differ from those contained in our forward-looking statements.

Additionally, we may make statements regarding planned or future development efforts for our existing or new products and services. These statements are not intended to be a promise or guarantee of future delivery of products, services or features but merely reflect our current plans, which may change. Purchasing decisions should not be made based upon reliance on these statements.

The Company assumes no obligation to update these forward-looking statements to reflect events that occur or circumstances that exist or change after the date on which they were made.

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