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Autodesk and Fairlight Collaborate for Advanced Audio Suite Integration

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Integrated Workflow to Benefit Projects Requiring Both Image and Audio
                        Post-production Work
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SAN RAFAEL, Calif., Sept 8 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that Fairlight, a leading manufacturer of professional digital audio equipment, has joined the Autodesk Infrastructure Sparks program. Fairlight will develop audio media and metadata integration between Autodesk's editing and visual effects systems and Fairlight's non-linear audio recording, editing and mixing systems.

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

"In today's data-centric production environments, our goal is to provide as much flexibility as possible to our clients. Autodesk is committed to developing more open and connected frameworks for richer exchanges of data between multi-vendor post-production workflows," said Bill Roberts, director of Product Management at Autodesk's Media and Entertainment Division. "We are delighted that Fairlight's renowned audio systems will connect with our products, extending the number of solutions that can work together to create a unified post environment. This will build on our recent implementation of XML data exchange with Apple's Final Cut Pro editing software."

Fairlight will support Autodesk's open serial peripheral interfaces (SPIs) to deliver a connected workflow between:

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    -- Fairlight's DREAM and Pyxis audio products and Autodesk's Discreet Fire
       and Smoke editing/finishing systems
    -- Fairlight's DREAM and Pyxis audio products and Autodesk's Discreet
       Inferno, Flame and Flint visual effects systems
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Fairlight plans to support the Autodesk Wiretap application programming interface (API), enabling file transfers of media and metadata between products from both companies. A typical workflow may involve a Fairlight system accessing multi-track editorial audio content over a local area network (LAN) or secure wide area network (WAN) to permit mixing of audio to picture in the Fairlight systems. The completed mix would be returned to an Autodesk system for a seamless file-based "digital data" workflow.

"Developing a transparent file transfer between Autodesk and Fairlight systems will offer significant benefits to both companies' customers," said John Lancken, CEO of Fairlight. "Our collaboration will provide an immediate workflow advantage to facilities that currently enjoy using both Autodesk and Fairlight products and also to any future customers who may need to implement a totally integrated and comprehensive, network-based data workflow."

This technology will be demonstrated at the Fairlight stand (8.110) at the International Broadcasting Convention (IBC) in Amsterdam, Sept. 9-13, 2005.

About Fairlight

Headquartered in Sydney, Australia, Fairlight AU Pty. Ltd. designs, manufactures and markets integrated digital audio recording, editing and mixing systems for standard and high-definition post production, broadcast and recording applications. Fairlight's MediaLink networking strategy enables real-time, multi-node access to high speed database sharing providing instant access to audio clip libraries and elegant media management solutions. For additional information about Fairlight, please visit http://www.fairlightau.com .

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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