



## Digital Artists Create Hard-Hitting Super Bowl XL Television Commercials with Autodesk Technology

February 6, 2006

SAN RAFAEL, Calif., Feb. 6 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that many of the commercials airing during last night's Super Bowl XL were shaped with Autodesk's products -- including software gained from its recent acquisition of Alias. Post-production facilities used Autodesk technology to realize ideas for Aleve, Bud Light, Gillette, Honda and many other Super Bowl commercials.

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

Autodesk's Discreet Fire system was used by Chicago-based Filmworker's Club to complete finishing work on 27 high-definition Bud Light commercials. Thirteen of these aired during the Super Bowl, including "Hidden Bud Lights," "Roof Top," "Secret Fridge" and "Locker Room." Finishing is the process of converting initial edited footage into a final, ready-to-air project or commercial. It involves high-quality re-digitizing of the media, fine-tuning colors, creating and refining visual effects, titling and adding audio.

"Without the Discreet Fire system, we could not have met our tight deadlines with such finesse," noted Rob Churchill, a Filmworker's Club Discreet Fire system artist. "Our clients were very happy. They were funneling all the post jobs from around the country through our Discreet Fire system and we were able to handle it. It was a long four weeks, but we got it done in time for the big game."

Autodesk's Discreet Flame visual effects system and Discreet Fire system were also used by Filmworker's Club for a commercial about the pain reliever Aleve. The commercial features Leonard Nimoy, famous for his role as Spock on Star Trek. Nimoy is shown on the phone with his agent, explaining that he is in too much pain to do his famous hand sign for an awaiting audience. He takes Aleve and is then able to perform the hand sign.

"Nimoy was filmed on a green screen and digitally placed into the scene with Autodesk technology," explained Scott Harris, Discreet Flame and Inferno systems artist at Filmworker's Club. "Autodesk's systems were also used to insert a screen that appears behind Nimoy, and for crowd replication in order to make the room appear full of people."

Other Super Bowl XL commercials realized with Autodesk solutions include: \* A campaign for Gillette shaped by post-production house Charlex, using the Discreet Flame visual effects system, Discreet Smoke editing and finishing system and Autodesk Maya animation software

\* Cadillac "Chrome Couture," shaped by The Mill using the Discreet Flame system and Autodesk Maya software

\* "MacGyver" and "Marathon Man" commercials for MasterCard, on which The Mill used the Discreet Flame system

\* Honda Ridgeline "Mud Flap," shaped by A52 with the Discreet Inferno system and Autodesk Maya software

\* A high-definition campaign for Mobile ESPN, on which Brickyard VFX used the Discreet Flame system and Autodesk Maya software \* Hummer "Monsters," Toyota "Red Tide" and Budweiser "Wave," shaped by Method Studios using the Discreet Flame system

\* Two Budweiser commercials titled "Super Fan" and "American Dream," on which Digital Domain used the Discreet Flame system

\* Ford "Easy Being Green," McDonald's "Hamster," Budweiser "Slainte" and Diet Pepsi "Hip Hop Can" and "Stunt Can" commercials shaped by post-production house R!OT New York and Santa Monica with Autodesk's systems

### About Autodesk

Autodesk, Inc. is wholly focused on ensuring that great ideas are turned into reality. With seven million users, Autodesk is the world's leading software and services company for the manufacturing, building, infrastructure, wireless data services and media and entertainment 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](http://www.autodesk.com).

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SOURCE:  
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02/06/2006

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