



## Autodesk and JumpTap form Strategic Alliance to Advance Development of Location-Enabled Search Services for Mobile Operators

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SAN RAFAEL, Calif., Oct. 30 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that JumpTap will utilize the award-winning Autodesk LocationLogic platform to offer location-based mobile search services to mobile operators in North America and throughout Europe. The strategic alliance between the two companies grew from JumpTap's involvement with the Autodesk Location Services Developer Program, where the two companies shared the vision, resources and support needed to harness the power of location-enabled mobile search.

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

JumpTap, a pioneer in the development of innovative mobile search technology, will use the Autodesk LocationLogic platform to offer real-time geoservices such as maps, driving directions and points of interest in order to address the need associated with a user's mobile search results. The location awareness of JumpTap's mobile search service is a true differentiator for mobile operators and a greatly enhanced experience for mobile users.

"JumpTap impressed us from the very beginning," said Joe Astroth, Vice President of Autodesk Location Services. "JumpTap's vision and approach to the local search business along with their technical innovations make them a compelling partner in the industry."

"This partnership helps advance our goals of offering differentiated and comprehensive mobile search capabilities to our mobile operator partners," said Adam Soroca, Vice President and General Manager of Search Services for JumpTap Inc. "Autodesk LocationLogic allows us to quickly and easily add location to JumpTap's mobile search and advertising service."

The Autodesk Location Services Developer Program empowers application developers with the same tools used by five world-class carriers to build and deploy location-smart wireless services. Developers participating in the Autodesk Location Services Developer Program are enabling their place in growth potential by receiving the most comprehensive set of tools as well as full-time, dedicated support personnel.

### About Autodesk

Autodesk, Inc. is a Fortune 1000 company, 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, infrastructure, building, 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, become more productive, streamline project efficiency and maximize 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).

### About JumpTap, Inc.

Founded in 2004, JumpTap, Inc. provides wireless carriers with an end-to-end, carrier-branded mobile search solution that drives third-party revenue for mobile operators while providing a quick, easy and fun mobile search experience for subscribers. JumpTap's comprehensive solution couples an intuitive user interface and mobile-specific search engine with a search marketing model that pays carriers for search success. JumpTap provides carriers, advertisers and subscribers with the industry's most complete, easy-to-use and rewarding mobile search environment. For more information on JumpTap, please visit: <http://www.jumptap.com>.

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