



Mission Possible: Autodesk Announces Spy Gadget Design Contest

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Competition Seeks Innovative Design Submissions from Members of the Autodesk Manufacturing Community

SAN RAFAEL, Calif., April 9, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced a Spy Gadget Design contest for members of the Autodesk Manufacturing Community, one of the world's largest communities of designers and engineers in the manufacturing industry. The contest seeks inspired spy gadget designs that are inventive, humorous or just plain intriguing and will award prizes to the top entries in each category. Submissions are currently being accepted and the contest will run through April 18, 2007.

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

"From the classic 'shoe phone' to high-frequency ring-transmitters that can shatter glass, spy gadgets have a long history in spy films and books," said Brenda Discher, director of marketing at Autodesk. "We wanted to offer members of the Autodesk Manufacturing Community the chance to design their own dream spy gadget, along with an opportunity to showcase their individual creativity and design talent."

For entry, members create their design in whatever native Autodesk file format they work in, and then upload the design file to the official contest submissions web page (http://mfgcommunity.autodesk.com/spy_gadget_design_contest/) along with a still image of the gadget design and a description of what it is and what it does. Designs do not have to actually be "buildable," and members may submit as many designs as they like.

At the close of the submission window, a panel of Autodesk staff and manufacturing industry pundits will convene to review the designs and narrow the entries to a short list in the following categories:

- Top Overall Design - based on detail of design and "cool factor"
- Most Creative Design - based on inventiveness, humor or originality
- Best Use of Member Content - awarded to the inventor who makes best use of content downloaded from the member content area of the Autodesk Manufacturing Community website

The narrowed list will be posted starting May 2 on the community site and members will rate the entries using a star system, with prizes awarded to the highest-ranking gadget and one runner-up in each category.

- The Top Overall Design will win one Sony James Bond 007 TX Spy Gear bundle, which includes a lightweight VAIO TX notebook PC, a privacy screen and Cyber-shot digital camera
- The Most Creative Design will win a Microsoft Zune 30 GB digital media player
- The design that captures the Best use of Member Content will win a Sony Ericsson Cyber-shot phone
- One runner-up in each category will win a James Bond Microvault flash drive

Community voting will take place between May 2 and May 25, 2007, with winners to be announced soon after. Winners will be notified by email after the close of voting and announced formally on the Autodesk Manufacturing Community website.

"We have a very diverse user base in manufacturing sectors ranging from industrial machinery to consumer products," finishes Discher. "I am very excited to see the creative designs produced utilizing Autodesk software and the resources provided by the Autodesk Manufacturing Community website."

For more information on the Autodesk Manufacturing Community Spy Gadget Design Contest, including Terms & Conditions, please visit: http://mfgcommunity.autodesk.com/spy_gadget_design_contest/.

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit www.autodesk.com/.

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