



Autodesk Provides Digital Color Grading Services to Hollywood Heavyweight EFILM

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Autodesk and EFILM Enter Professional Services Engagement

SAN RAFAEL, Calif., April 16 /PRNewswire-FirstCall/ -- EFILM, the world's leading digital intermediate (DI) facility serving the film and television markets, has entered into a professional services engagement with Autodesk, Inc. (Nasdaq: ADSK). Autodesk and EFILM are developing customized next-generation DI solutions for EFILM's facilities around the world. EFILM's color timing rooms are based on the EWORKS color grading system, consisting of a proprietary configuration of Autodesk Lustre and Autodesk Incinerator technology.

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

"Autodesk Incinerator is a world-class product that provides a whole new level of color grading functions and real-time performance for the industry," said Bob Eicholz, EFILM's vice president of technology and corporate development. "We have combined the power of Incinerator with customized Autodesk Lustre technology, along with EFILM's own integrated proprietary software, to create the best digital intermediate system in the industry. Autodesk's engineering team has done an outstanding job customizing Lustre technology for us, and we look forward to our ongoing partnership."

With direct access to Autodesk's technology, expertise, and engineering resources, EFILM will be able to respond more quickly to the rapidly evolving requirements of filmmakers worldwide. This will enable the facility to offer specialized, premium services to customers around the globe.

"EFILM is an industry-leading digital laboratory facility that strives to remain at the forefront of DI technologies. We are extremely proud that EFILM has selected Autodesk as a strategic partner," said Stig Gruman, Autodesk's Media & Entertainment vice president, advanced systems. "This engagement clearly demonstrates Autodesk's global leadership in feature film color grading technology."

EFILM's expertise in the DI process has allowed it to complete an unprecedented number of top-quality projects. To date, EFILM and its affiliated studios have completed over 150 feature film digital intermediates using Lustre technology, including the American Society of Cinematographers' award-winning film *Children of Men*, as well as *Apocalypto*, *Little Children* and *The Painted Veil*. The DI process involves digitizing a film and manipulating the color, light and shadows to create specific looks and moods that enhance the film's story.

About Autodesk Lustre and Autodesk Incinerator

The Autodesk Lustre system is a high-performance GPU-accelerated color grading solution for interactive grading and look creation. The system is designed for colorists working on short- and long-form projects. Offering an intuitive non-linear environment, unparalleled creative tools and real-time performance, Lustre enables colorists to quickly deliver the highest-quality imagery.

Autodesk Incinerator boosts the Lustre system's interactivity and processing power by using the latest multi-core CPU technology, Infiniband networking technology and GPU acceleration. The Lustre Incinerator configuration is ideal for real-time color grading of high-resolution commercials and feature films.

About EFILM

EFILM operates the most advanced digital laboratory in the world serving the motion picture and television industry. Its clients are major film studios, independent filmmakers, advertisers, animators and visual effects companies. EFILM has pioneered numerous breakthroughs in digital imaging for motion pictures and continues to develop new tools for filmmakers. EFILM's team has successfully delivered more quality product than any company in the world.

EFILM is owned by Deluxe Laboratories, an industry leader that adds tremendous value and expertise to EFILM's services. Deluxe is owned by MacAndrews & Forbes Holdings Inc., a private diversified holding company with other entertainment interests including Panavision and CIS Hollywood.

About Autodesk

Autodesk, Inc. is the world leader in 2D and 3D design software for the manufacturing, building and 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 <http://www.autodesk.com>.

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