Autodesk Launches 3ds Max 2009 Entertainment Software and Introduces 3ds Max Design 2009 for Design Professionals

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3ds Max Design Meets New Requirements for Advanced Visual Communication

SAN FRANCISCO, Feb. 12 /PRNewswire-FirstCall/ -- At its annual World Press Days event, Autodesk, Inc. (Nasdaq: ADSK) today announced two new versions of its Autodesk 3ds Max modeling, animation and rendering software -- the leading asset creation tool for game development. The company launched Autodesk 3ds Max 2009 software for entertainment professionals, and debuted 3ds Max Design 2009 software, a tailored 3D application for architects, designers and visualization specialists. Both versions of the software offer new rendering capabilities, improved interoperability with industry-standard products including Revit software, as well as additional time-saving animation and mapping workflow tools. 3ds Max Design 2009 further provides lighting simulation and analysis technology.

(Photo: http://www.newscom.com/cgi-bin/prnh/20080212/AQTU080)

"Every design has a story to tell," explained Marc Petit, senior vice president, Autodesk Media & Entertainment. "Entertainment technology enables design professionals to explore ideas, validate concepts and communicate design intent. It allows them to experience their designs before they are real."

"Autodesk 3ds Max now comes in two distinct flavors to better meet the specific needs of our entertainment and visualization customers," Petit added. "3ds Max 2009 and 3ds Max Design 2009 provide users with tailored online experiences, user interface and application defaults, tutorials, samples, and more. This simplifies the learning process and makes it easier for users to find the information that's most relevant to them."

New Feature Highlights

Key features in Autodesk 3ds Max 2009 include the new Reveal rendering toolset, which streamlines iterative workflows; and the ProMaterials material library for simulating real-world surfaces. The release also delivers numerous biped enhancements and new UV editing tools. Improved OBJ and Autodesk FBX file formats import and export vastly enhance interoperability with Autodesk Mudbox, Autodesk Maya, Autodesk MotionBuilder software programs and other third-party applications. In addition, Recognize, a new scene-loading technology, significantly improves the inter-application workflow with Revit Architecture 2009.

"Autodesk 3ds Max has never failed to deliver; now it's even stronger with specialized versions," said Technical Director Yunus "Light" Balcioglu. "3ds Max 2009 offers great new features that allow me to be more productive and creative. The new biped improvements make it easy to build quadrupeds, Reveal rendering lets me iterate faster, and reworked OBJ import makes it easier than ever to jump between 3ds Max and Mudbox".

3ds Max Design 2009 includes all features offered in Autodesk 3ds Max 2009, with the exception of the software development toolkit (SDK). The SDK is a set of development tools used in the entertainment markets to integrate software into a production pipeline and develop in-house tools to be used in conjunction with the application. 3ds Max Design also includes Exposure technology for simulating and analyzing sun, sky, and artificial lighting to assist with LEED 8.1 certification.

"At SHoP Architects we rely on computer-aided design technology not only to produce innovative architectural forms, but also to create new efficiencies and cost-savings in the design and construction process," said David Fano, designer at SHoP Architects. "Autodesk 3ds Max Design will help us further this pursuit. The newly enhanced daylight simulation tools and improvements to the rendering workflow will allow us to iterate more freely and create better quality work faster. Also, the FBX-based interoperability with Revit will give us a continuous digital workflow by leveraging our Building Information Model for advanced visualization in 3ds Max during all stages of design."

For more information about 3ds Max 2009 and 3ds Max Design 2009, visit: www.worldpressdays08.com.

Pricing and Availability

Autodesk anticipates that 3ds Max 2009 and 3ds Max Design 2009 will be available in English during spring 2008. The Autodesk suggested retail price for 3ds Max 2009 or 3ds Max Design 2009 software is US$3,495*. The Autodesk suggested retail price to upgrade from 3ds Max 2008 to either 3ds Max 2009 or 3ds Max Design 2009 is US$895*. Product availability will vary by country. Details and purchasing options are expected to be accessible starting March 25, 2008, at: www.autodesk.com/purchaseoptions. Information and selected content from Autodesk World Press Days may be found at www.worldpressdays08.com.

From March 31, 2008 to July 17, 2008, existing Autodesk VIZ 2008 software Subscription customers will be able to cross-grade to 3ds Max Design 2009 for US$249**. During this same timeframe, Autodesk VIZ 2006, 2007, and 2008 customers who are not on Autodesk Subscription will be able to cross-grade to 3ds Max Design 2009 for US$895**, if they purchase Autodesk Subscription for 3ds Max Design 2009.

Autodesk Subscription will be available for purchase simultaneously with the product purchase or upgrade. The Autodesk suggested retail price for Autodesk Subscription for 3ds Max or 3ds Max Design will be US $495* per year.

* International pricing may vary.

** International pricing may vary. This promotion only applies to Autodesk VIZ purchases made prior to February 12, 2008.

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 www.autodesk.com.

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