



## Autodesk Unveils First Flexible Software Delivery Model for CAD Industry

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AutoCAD Customers Receive Timely Product Updates and Early Release of New Features

SAN RAFAEL, Calif., Aug. 20 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK), a leader in design innovation software and technologies, is adopting a new Flexible Software Delivery model for AutoCAD software, the world's leading customizable and extensible 2D and 3D computer-aided design (CAD) application. Autodesk is the first company in the CAD industry to introduce this new software development and delivery model, which is designed to increase customer satisfaction and subscription value by providing AutoCAD customers with earlier access to new features, delivered on demand, and provide them with the flexibility to choose which features to install and use.

"Many leading software companies, including Microsoft, Symantec and Intuit, have adopted this new model of software delivery to help their customers maximize their technology investments. We are excited to introduce this innovative approach to AutoCAD," said Guri Stark, vice president, AutoCAD and Platform Products. "Customers on subscription will have earlier access to advanced features and no longer need to worry about upgrades -- they can just plug in the new feature packs they want and bypass those they may not need. We're also automating the delivery of product updates and hotfixes to all users of AutoCAD, ensuring all our customers now have access to the latest technologies as quickly as possible."

The new Flexible Software Delivery model for AutoCAD consists of two primary components: Subscription Bonus Packs and Product Updates.

### Subscription Bonus Packs

Subscription Bonus Packs containing new software features are now available to AutoCAD subscription customers through the Autodesk Subscription Center. Subscription customers account for about 75 percent of licensed AutoCAD users. Subscription Bonus Packs will be released regularly and customers will be able to pick and choose which bonus packs to install, providing them greater flexibility in how they deploy their software. AutoCAD customers not on Autodesk Subscription may have access to features from the Subscription Bonus Packs in future product releases. The first AutoCAD 2009 Subscription Bonus Pack, now available for download, provides many useful features that were requested by members of the AUGI (Autodesk User Group International) community.

"Having the option to improve and extend the capabilities of AutoCAD with the use of the Subscription Bonus Pack between full product releases is valuable to our company and is accelerating our ROI," said Keith Rice, CAD Administrator, Pennoni Associates Inc.

### Automatic Product Updates

Relying on critical data from the AutoCAD Customer Involvement Program (CIP) and Customer Error Reporting (CER) utility, Product Updates are now automatically delivered to all licensed AutoCAD customers, providing faster and more regular access to patches and fixes. AutoCAD CIP and CER information also provides the development team with near real-time information on product usage, guiding them on key focus areas within the application. The CER system also provides customers with immediate solutions to product failures by automatically sending users emails after a product crash. To date, about 200,000 solutions have been delivered to users, helping to reduce the impact to customer productivity.

With over 25 years of continuous development, AutoCAD has been the industry-leading software for designing and drafting. AutoCAD 2009, released earlier this year, boosts efficiency with customizable, extensible features and enhancements that improve drafting productivity by decreasing the number of steps needed to run a command.

### 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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Contact: Noah Cole (415)-200-6310

Email: [noah.cole@autodesk.com](mailto:noah.cole@autodesk.com)

SOURCE Autodesk, Inc.

CONTACT: Noah Cole of Autodesk, Inc., +1-415-200-6310, [noah.cole@autodesk.com](mailto:noah.cole@autodesk.com)

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