



Sharks, Robots and Cars: Just a Glimpse of Autodesk University 2008

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Attendees and Customers Worldwide to Experience the Latest in Design Innovation

LAS VEGAS, Dec. 1 /PRNewswire-FirstCall/ -- AUTODESK UNIVERSITY -- More than 9,000 design professionals from 74 countries will again descend on Las Vegas this week for what has become a yearly pilgrimage of all things Autodesk (Nasdaq: ADSK). Attendees at Autodesk University (AU) 2008 will experience design innovation through the voices of customers in industries such as manufacturing, architecture and building, media and entertainment, automotive and transportation, geospatial and education.

With more than 650 classes and sessions, event attendees will experience hands-on training with tools and techniques that help them experience ideas before they're real. They can also gain from the personal experience of learning from some of the world's top instructors, Autodesk insiders and industry experts; benefit from Autodesk's 25+ years of experience developing the software designers and engineers use every day; and be able to apply the newly acquired professional expertise/experience to their companies and careers. Finally, AU attendees can enjoy the energizing experience of participating in a live event, in a world-class venue, and sharing ideas and insights with a community of peers.

Highlights of the Autodesk University experience include:

AU General Session and Keynotes with Cool Customers: Industry keynote sessions will feature customers such as:

- Tom Kelley, general manager of IDEO, a seasoned innovation practitioner, will share proven techniques for fostering a culture of creativity and developing processes for continuous innovation.
- Eddie Paul, Hollywood special effects guru, who will talk about his work creating 3D mechanical sharks real enough to bite, featured in Discovery Channel's Shark Fest.
- Burt Rutan, aerospace entrepreneur and designer of SpaceShipOne, the world's first privately funded spacecraft, will talk about Digital Prototyping and his work on the legendary Voyager, the first aircraft to circle the world nonstop without refueling.
- Bob Berkebile, founding principal at BNIM Architects, and Barry Weiss, Sony Pictures Imageworks senior vice president of animation and artist development, will focus on the design visualization side of 3December and discuss the "green" rebuilding of Greensburg, Kansas, a town devastated by a tornado in 2007.

Design Matters Customer Showcase: The daring work highlighted in this showcase demonstrates the power of great design, from customers such as 42 Surfboards, SHOP Architects, FIRST Robotics, California Academy of Sciences, Chrysler, Ford and Skidmore Owings & Merrill, to name just a few. The Design Matters customer showcase is located in the Exhibit Hall.

Autodesk Labs: The Autodesk hands-on Discovery Space in the AU Exhibit Hall is bursting with innovative ideas and new approaches to design technology. Try your hand at a multi-touch wall. Use a Wii remote to orbit your model. Configure a photorealistic living space, online. Watch virtual reality buildings come to life--no headgear required--and talk with the engineers who are making it happen.

Sustainability: The Sustainable by Design booth features the results of Autodesk's first sustainability report and showcases products across industries that enable architects, engineers and designers to make more sustainable design decisions. Information is available on how 3D modeling, building information modeling (BIM) and Digital Prototyping enable designers to visualize, simulate and analyze their designs early in the design process to facilitate sustainable design decision making.

AU Design Slam by Cut & Paste: AU 2008 kicks into high gear with the debut of the AU Design Slam. Not for the weak-kneed, this live-on-stage competition is a heart-pounding contest of slick computer tricks, quick-witted design and high-energy showmanship in digital Industrial design and architecture. Competing teams are provided with the latest arsenal in 3D tech weaponry, including Autodesk Maya, Autodesk AliasStudio, Autodesk SketchBook Pro and Revit Architecture software products. Presented by Cut & Paste, this fast-paced format tests the skill, speed and stage presence of the contestant teams as they create original designs in rounds of 20 minutes while their work is shown in real time on large-scale projections.

Pecha Kucha: Pecha Kucha brings together a diverse group of creative thinkers to share their ideas in a unique presentation format: The participant presenters display 20 images, each for no more than 20 seconds per image. In those six minutes and 40 seconds, presenters are expected to make a personal connection with their audience. A big success last year, Pecha Kucha night returns stronger than ever. This nonstop, high-energy visual conversation features speakers such as:

Bob Berkebile, BNIM
Mike Santolupo, John Paul II Secondary School
Jeremy Stroebel, University of Cincinnati
Craig Breckenridge, Empire Dynamic Structures
Richard Chappell, Arizona Public Service Dept.
Laura E. Handler, Tocci Building Companies

Barry Weiss, Sony Pictures Imageworks
Josef Strobel, University of Salzburg
Erleen Hatfield, Thornton Tomasetti
Brigid O'Kane, University of Cincinnati
Ben Gilmore, Rexroth Canada Corporation

However, the AU experience doesn't end when the conference does. Autodesk customers who were not able to attend the event have full access to all class materials, video broadcasts of many of the sessions, multiple podcasts, daily news updates and the ability to network with peers across the globe through AU Online.

Live Session Broadcasts: A handful of sessions will be available online shortly after AU for all members of AU Online to view at any time! In addition, 700 hours of AU session content will be recorded and available for on-demand viewing.

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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