Shrek The Musical: Autodesk Animation Technology Brings Magic Mirror to Life

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SAN RAFAEL, Calif., Jan. 21 /PRNewswire-FirstCall/ -- In the new Broadway hit Shrek The Musical, DreamWorks Animation SKG, Inc. (NYSE: DWA) is relying on Autodesk, Inc. (Nasdaq: ADSK) 3D character animation technology. A customized system based on Autodesk MotionBuilder software is being used to generate a digital face in the Magic Mirror, which speaks to Lord Farquaad in real-time for every show.

"We've had a great, longstanding engagement with Autodesk; we rely heavily on Autodesk software and custom development for many of our projects," said Jim Mainard, head of Research and Development, DreamWorks Animation Technology. "For Shrek The Musical, the sophistication, interactivity and believability of the Magic Mirror wouldn't have been possible without Autodesk technology."

Autodesk is a world leader in design innovation technology. Autodesk 3D software and services enable customers to visualize, simulate and analyze entertainment and design projects. For Shrek The Musical, Autodesk designed a system that captures the facial motion of actor John Tartaglia in real-time and uses it to animate the face in the Magic Mirror. This live-to-stage performance is the first of its kind in a Broadway musical. The Magic Mirror was featured on NBC's The Today Show on December 8, 2008 and tested by co-host Meredith Vieira.

Shrek The Musical is an entirely new musical based on the story and characters from the book by famed New Yorker cartoonist William Steig, as well the Academy Award-winning DreamWorks film. The show celebrated Opening Night at The Broadway Theatre in New York City on December 14, 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.

About DreamWorks Animation SKG

DreamWorks Animation is principally devoted to developing and producing computer generated, or CG, animated feature films. With world-class creative talent, a strong and experienced management team and advanced CG filmmaking technology and techniques, DreamWorks Animation makes high quality CG animated films meant for a broad movie-going audience. The Company anticipates releasing its feature films into both conventional and IMAX(R) theatres worldwide. The Company has theatrically released a total of seventeen animated feature films, including Shrek, Shrek 2, Shark Tale, Madagascar, Over the Hedge, Shrek the Third, Bee Movie, Kung Fu Panda and Madagascar: Escape 2 Africa. Monsters vs. Aliens opens in theaters on March 27, 2009. Beginning in 2009, all of the Company's feature films will be produced in stereoscopic 3D technology.

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