



Autodesk Location Services Ships LocationLogic 4; Enhanced Traffic and Mapping Capabilities Enable New Breed of Time-Sensitive Applications for Wireless Operators, Consumers

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SAN RAFAEL, Calif., Feb 18, 2003 (BUSINESS WIRE) -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK), today announced the fourth major release of Autodesk(R) LocationLogic, the complete, carrier-class software platform for location-based services (LBS). LocationLogic 4 introduces a host of new enhancements designed to speed development and deployment of time-sensitive location services, enabling wireless operators to rapidly bring to market differentiated service offerings for consumers and business users. With significant advances in traffic, routing and map rendering, Autodesk provides operators with compelling out-of-the-box application capabilities that will drive data service usage, build customer loyalty and increase revenues.

"Traffic information and driving directions are among the most popular location-based services across all geographic regions," said Lars Vestergaard, research manager, European Wireless and Mobile Communications at IDC. IDC forecasts that close to 20 million mobile-phone owners will be using location-based services from their wireless devices by the end of 2004.

LocationLogic 4 exploits real-time traffic flow data feeds to deliver routes optimized for actual road conditions. LocationLogic 4 can also optimize travel directions based on other time-dependent road conditions such as street closures and turn restrictions. With these capabilities, LocationLogic 4 can recalculate routing information based upon changing driving conditions and instantly alert end-users to preferable directions. Map rendering refinements, such as highlighting the preferred route on top of a semi-transparent base map and color-coding specific route segments to indicate hazards or heavy traffic, further enhance the end-user experience with Autodesk-powered location services.

"Wireless operators are increasingly looking to location services as a way to drive new revenues and to drive a wedge between themselves and their competitors," said Joe Astroth, executive vice president, Autodesk Location Services. "LocationLogic already provides the most mature, full-featured platform on the market, built on experience gained in pan-European multi-language production deployments. With the latest version operators have the added benefit of real-time traffic applications to help achieve their revenue and subscriber growth goals for their data services offerings."

LocationLogic 4 also offers operators new administration and deployment tools that reduce up-front set-up costs as well as long-term total cost of ownership. Administration enhancements include an SNMP-based system management interface that allows for easy monitoring and adjustments of LocationLogic's memory usage, load balancing, messaging and dispatch activity, as well as availability, reliability and performance. Simplifying deployment, LocationLogic 4 supports a "building block" approach to assembling solutions. Building blocks representing various applications and content sources can easily be combined to build customized solutions using standard procedures and guidelines. Different teams, such as applications engineering groups or professional services teams, can package the standard building blocks into custom, integrated solutions.

Autodesk LocationLogic Overview

Building on Autodesk's core strengths in mapping, visualization, and location analysis, Autodesk LocationLogic was engineered from inception to meet the specific requirements of wireless carriers. LocationLogic handles the complexities of network integration, content management, and application integration using standard APIs and protocols to ease integration and lower the cost of application development. This kind of standardization also makes it easy to extend today's wireless data services into the future as technology evolves and customer requirements change.

LocationLogic provides essential LBS platform capabilities, including location alerts, multi-modal routing, and multi-country geocoding, and is compliant with all the latest J2EE, XML, OpenLS, and OMA standards. Moreover, LocationLogic 4 extends beyond OpenLS-defined geoserver functionality with location refinement, location alerting, content management, open data schema, etc. LocationLogic is part of a complete solution, including an LBS application development environment and a suite of market-ready white-labeled LBS applications, such as Friend Finder, Directory Services (Business/Entertainment Connect), Traffic Alert Services (Traffic Connect), etc.

With LocationLogic installed in their infrastructure, wireless operators can rapidly deploy location-enabled services by:

-- Licensing market-ready white-label applications from Autodesk Location Services -- Location-enabling existing applications -- Building and deploying custom LBS applications -- Licensing partner applications from Autodesk Location Services

For complete partner information and product specifications on LocationLogic 4, please see: <http://locationservices.autodesk.com/products/locationlogic.htm>.

About Autodesk Location Services

Autodesk Location Services (www.autodesk.com/locationservices), a division of Autodesk, Inc., provides wireless network operators and enterprises worldwide with a robust solution for location enabled wireless services. The LocationLogic Platform and Location Connect suite of applications offer personalized, localized and actionable wireless services that increase productivity and convenience for mobile individuals. Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers throughout the value chain leverage digital design data to work better, faster, and smarter. For more information about the company, see www.autodesk.com.

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