



Autodesk Location Services Launches LocationLogic 3 Platform Enabling Next Generation of Location-Based Services

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Significant New Benefits for End-Users, Wireless Operators and Developers

Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq: ADSK) today announced availability of the third major release of Autodesk(R)LocationLogic, the leading development platform for location-based services (LBS). LocationLogic 3 introduces new location-based services capabilities that will help wireless operators increase use of messaging services such as SMS (Short Messaging Service), build customer loyalty, and increase revenues. In turn, end-users will benefit from the convenience of receiving customized location-sensitive information that is timely and relevant to their needs while on the move.

"We firmly believe that to be successful, wireless data services must be personalized, localized and actionable," said Eli Rosner, Chief Technology Officer, Autodesk Location Services. "This next version of our development platform, LocationLogic 3 further integrates these key characteristics and opens the door to much richer, more dynamic location-sensitive applications."

The Autodesk LocationLogic 3 release also introduces a new, preferred XML Application Programming Interface (API) for developers. The new API is an optimized method for rapid development and integration of distributed applications on the Web. The use of an XML API offers developers a simple, vendor-neutral, language-independent programming interface for accessing all the major location-enabling services available in the LocationLogic platform.

Location-Based Subscriptions

LocationLogic 3 incorporates new capabilities including subscription and alert services that bring advanced functionality to two existing Autodesk Location Services applications Autodesk Traffic Connect and Autodesk Friend Connect. These core applications are part of the Autodesk(R)Location Connect suite of market-ready applications. The new capabilities rely on "push" technology that integrates user subscriptions to a particular kind of location-based information with real-time events such as traffic incidents and provides an alert to the user.

The subscription services are delivered through a web portal linked to a wireless operator's website. An intuitive user interface enables end-users to establish subscriptions to personalized location-sensitive information such as traffic and buddy alerts. Users can customize SMS alerts by time, day-of-the-week, and proximity. This opt-in/opt-out service would for example, push an SMS alert to a wireless device informing the user of a traffic incident along a preferred route during commute hours or within a certain proximity. Likewise, a group of friends gathering on a Friday night could receive alerts when friends are nearby within a defined time period. Further, users can send directions via SMS to each friend from his/her location to a convenient meeting place.

Autodesk LocationLogic Overview

Building on Autodesk's core technology strength in mapping, visualization, and location analysis, the company's development platform--Autodesk LocationLogic--has been designed from the ground up to meet the specific requirements of wireless communications. The platform's services-based architecture is designed to handle high volumes of transactions, support real-time data communication, and adapt to a wide assortment of popular end-user devices, including mobile phones, PDAs, and laptops. LocationLogic is a J2EE-compliant platform for location-based services. Designed for reliability and extensibility, LocationLogic provides a stable, commercial-grade environment in which to develop wireless applications.

Autodesk Location Services makes it easy for developers to customize and add functionality to existing applications. Application provider partners enhance its market-ready suite of location-enabled applications with customized applications developed to satisfy a specific end-to-end solution for location service needs.

Autodesk LocationLogic is proven technology for wireless operators planning to develop and deploy customized location-based services; providing the network connectivity, location-enabling services, and tools to deploy reliable, high performance applications that deliver personalized, location-relevant information to wireless users.

Wireless operators can use LocationLogic to process a user's current location, compute optimized travel directions, generate device-appropriate maps, and search for location-aware information, such as advertisements or city guides. Operators can use the Autodesk LocationLogic platform by:

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

Autodesk Location Services (www.autodesk.com/locationservices), a division of Autodesk, Inc., provides infomobility solutions to

carriers and enterprises worldwide. The Autodesk LocationLogic platform and Autodesk Location Connect suite of applications bring personalized, localized, and actionable wireless data services to wired, mobile, and wireless environments. 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 use digital design data to work better, faster, and smarter. For more information about the company, see www.autodesk.com.

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