



Discreet Ships plasma - The World's First Professional 3D Modeling, Animation and Rendering Software Tool Designed Specifically for the Internet

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Leading 3D Content Creation Provider Takes to the Web; New Web-centric 3D Toolset Offers a Comprehensive and Affordable Solution for Artists and Designers

Discreet, a division of Autodesk, Inc. (Nasdaq: ADSK) today announced the availability of plasma--its professional 3D animation software for creating compelling 3D content for Web interface, graphics, and interactive 3D. With an expected one million sites utilizing 3D content and more than half a billion 3D-enabled browsers by 2007 (Jon Peddie Associates), Discreet places professional and proven 3D tools into the hands of Macromedia Flash and Macromedia Director users as well as web graphic designers to develop compelling, advanced web UI or navigation elements.

The continued popularity of web services such as instant messaging, greeting cards and interactive games, as well as a competitive e-commerce landscape, requires web designers and artists to meet a user's expectations for a more sophisticated look whenever he or she logs online. At an affordable price point of US\$650 (SRP in North America), plasma software arms those 3D web professionals with one of the most comprehensive web rendering and exporting tools available in the 3D software market.

"3D is no longer just a design choice; it has become an integral feature of the web site experience," said Phillip Miller, vice president of product management, Discreet. "Web 3D is a rapidly expanding market and we will continue to push innovation to bring the latest technology to new markets. With more than 10 years of experience in the 3D animation market, and recognized for the world's most widely used professional 3D animation tool, 3ds max, web designers and artists can depend on Discreet's plasma to deliver a comprehensive, reliable and dependable animation toolset that will help them to create quality 3D content for their web sites."

Based on Discreet's award-winning 3D technologies, plasma software was created for 3D on the web and first-time 3D enthusiasts, artists and designers working with vector art to benefit from a professional 3D toolset. With its unparalleled connectivity with Macromedia Flash MX and Macromedia Director 8.5 Shockwave Studio, plasma allows web designers and artists to fully tap into their creative mind, making the creation of 2D and 3D web elements an easier process than ever before.

"As a designer who has struggled with 3D authoring in the past, plasma is a breath of fresh air," said Hillman Curtis, chief creative officer and founder, Hillman Curtis, Inc. "plasma allows me to quickly ramp up and realize my creative ideas; essentially adding one more way for me to express myself in my design. That's gold to me."

Coupling Discreet's leading 3D content creation tools with Macromedia Flash and Director, plasma creates a simplified working environment resulting in high quality output. plasma software allows web animators who traditionally have had the arduous task of creating 3D images in 2D applications, to now work directly in a 3D space to efficiently create complex high-quality visuals. plasma elevates the industry bar by leveraging the integration of Discreet's 3D and Macromedia's authoring tools with superior workflow, file sharing and product cross-compatibilities.

"The connectivity between plasma and Macromedia Flash and Director adds tremendous value to designers who strive to create the most compelling online experiences that build on the ubiquity of our Macromedia Flash and Shockwave players," said Beth Davis, senior vice president, Macromedia. "For Macromedia Flash and Director users, plasma offers an easy path to bring 3D content to the web including Macromedia Flash web navigation elements and Shockwave-based interactive real-time 3D entertainment, educational simulations, and merchandising applications."

As the 3D web animation industry continues to expand, Discreet will maintain its high level of innovation bringing web designers the latest in 3D technology.

Price and Availability

plasma is available for purchase for the SRP of US \$650.00 (on the discreet estore: <http://www.discreet.com/purchase>) in North America. Visit Discreet at: www.discreet.com or call 800-869-3504 or 514-393-1616 for more information on plasma software and other Discreet products.

About Discreet

Discreet empowers moving media professionals to realize the visual experience, transforming their most evocative and ambitious visions into reality. Its range of award-winning systems and software is developed for digital media creation, management and delivery--across all disciplines from visual effects and editing to animation, game development, web and interactive. Discreet is based in Montreal, Quebec and is a division of Autodesk, Inc, the world's leading design and digital media creation, management, and distribution company. Product and corporate information is located on the Internet at www.discreet.com.

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