



## **Autodesk Traffic Connect Alleviates Traffic Hassles While Driving Revenue for Carriers; New Wireless Data Service Launched to U.S. Carriers at SUPERCMM 2002**

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ATLANTA, Jun 4, 2002 (BUSINESS WIRE) -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq:ADSK) today announced Autodesk Traffic Connect, a new revenue-generating location-based services application for wireless carriers. Traffic Connect provides up-to-the-minute, personalized traffic information along with requested driving directions for pre-determined routes or within a 10-mile radius of a particular point. Autodesk Location Services will demonstrate Autodesk Traffic Connect as part of its Autodesk Location Connect suite of ready-to-deploy wireless applications and services in partner BEA Systems' booth (No. 21146) at SUPERCMM.

Autodesk Location Connect converts raw network cell site coordinates into usable location data to enable valued subscriber applications like address lookup, proximity searches, friend locators, and identification of traffic bottlenecks. Autodesk Traffic Connect implements a core element of the emerging location-based infrastructure, offering carriers an opportunity to increase WAP and Short Messaging Service (SMS) traffic and extract additional revenue from their subscriber base using existing network technology.

### End-User Benefits

A 2001 Texas Transportation Institute study estimates the cost of congestion nationwide at \$78 billion in 1999, representing the cost of 4.5 billion hours of extra travel time and 6.8 billion gallons of fuel wasted while sitting in traffic. Beyond the benefits of saved time, fuel expense and frustration for Americans battling traffic jams on a daily basis, the benefits for enterprises with large mobile workforces are clear. For instance, fleet operators can improve delivery times and reduce operating costs by disseminating timely, accurate traffic information to drivers.

According to IDC, in a January 2002 survey of 700 U.S. wireless households, location-based services scored highest in terms of consumer interest, with permission-based traffic information being second only to emergency-location service, (1) and just ahead of opt-in location-based information on nearby businesses such as nearest movie theater and gas stations. "The consumer wireless market is very receptive to location-based services, particularly for those related to driving, traffic and directions," said Scott Ellison, Program Director, Wireless and Mobile Communications at IDC.

"Simple, yet enormously useful applications such as Traffic Connect will jumpstart U.S. wireless subscriber adoption of location-based services," said Joe Astroth, executive vice president, Autodesk Location Services. "Our customers in Europe are seeing end-user uptake of location-based services dramatically increase with the availability of services that deliver time-sensitive, actionable information. The technology and demand to make these services a reality exists today in the U.S."

### Autodesk Location Connect Application Suite

Autodesk Location Connect provides wireless operators with a variety of easy-to-use, location-sensitive applications for their consumer and enterprise customers. The Autodesk Location Connect suite is built on Autodesk LocationLogic, the leading platform for location-based services. Autodesk LocationLogic lends key functionality to these applications as well as decreases time to market and alleviates resource burdens for operators by integrating all of the elements necessary to deliver location-based applications to a mass market.

Autodesk Traffic Connect: Opt-in traffic information service delivers driving directions and customizable, up-to-the minute traffic reports via WAP and SMS for new and saved routes or around specific points.

Autodesk Friend Connect: Connect to friends in the vicinity to exchange messages, select a meeting spot closest to your group of friends, and obtain personalized directions, as well as receive alerts when friends are nearby. This permission-based application builds communities while increasing WAP and SMS traffic for carriers.

Autodesk Business Connect: Search, locate, forward, save for later use, and map businesses such as hotels, restaurants and banks.

Autodesk Directions Connect: View and send step-by-step directions and maps for walking or driving.

Autodesk Entertainment Connect: Locate entertainment options within a specified distance, get directions, and view maps for new or favorite destinations.

About Autodesk Location Services

Autodesk Location Services ([www.autodesk.com/locationservices](http://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 leverage digital design data to work better, faster, and smarter. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

(1) Soaring Wireline Displacement and Highest Interest in Location-Based Services: U.S. Wireless Household Survey Results, 2002. International Data Corporation.

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