



## Discreet's Content Adaptation Solutions for Streaming, Proliferate at NAB 2002

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LAS VEGAS, Apr 08, 2002 (BUSINESS WIRE) --

April 8, 2002 Discreet Showcases the Newly Launched cleaner central, and Announces cleaner streaming studio, a Collection of Discreet's Paramount Internet Streaming Software; Discreet Wins Streaming Magazine Reader's Choice Award for Best Overall Software

According to Analysys, a market research firm focused on telecoms, IT and new media, the streaming market is expected to grow from US\$25 million to US\$200 million by 2006. With this momentum, Discreet, a division of Autodesk, Inc. (Nasdaq:ADSK), will showcase its award-winning content adaptation solutions which optimize digital media assets for delivery to various devices, networks or applications at NAB 2002 in booth #S-4409 in the Sands Expo and Convention Center. On the heels of the successful launch of cleaner central software, Discreet's scalable and automated content mastering system, Streaming Magazine announced today that Discreet is the winner of the reader's choice award for best streaming software. Building on this milestone is the announcement of cleaner streaming studio, a collection of products that enables professionals to deliver powerful web media communications through a single interoperable suite.

### Discreet Announces cleaner streaming studio

Announced today, Discreet's most popular Internet streaming media software applications, cleaner live, cinestream, and cleaner will be available in one all encompassing package, cleaner streaming studio. This package provides a more streamlined process with three key products working together to augment customer productivity and efficiency in one cost effective collection: first, cleaner live software, an intuitive web-casting application helps professionals interested in delivering live web events through integrated stream and PowerPoint presentations that support real-time media capture for archiving projects: second, cinestream software, a Windows and Macintosh DV based content capture and non-linear editing tool, complete with interactivity authoring capabilities, provides users the ability to easily produce compelling visual experiences for the web: and third, cleaner software a Windows and Mac desktop content mastering application used by digital content producers, web developers and network/IT managers, works to capture, author, filter, compress, format, secure and publish media for on-demand delivery. Available later this year, cleaner streaming studio aims to enhance the workflow and success of Discreet's customers.

"By combining our most established Internet software products we provide a beneficial and cost effective suite of products to the industry, further advancing the capability and success experienced by our customers," said Paul Lypaczewski, general manager of Discreet and executive vice president Autodesk, Inc.

### Streaming Magazine Gives Discreet Reader's Choice Award

Streaming Magazine, the only monthly publication exclusively covering the business issues relating to the streaming industry, today announced its Reader's Choice Award winners, with the best overall streaming software award going to Discreet. This is significant news for Discreet as the award signifies the adoption and appreciation of their valued customers.

"Our Reader's Choice Awards provides great insight about emerging leaders in the streaming industry," said Doug Wyllie, managing editor, Streaming Magazine. "We were impressed by the feedback we received for Discreet's streaming software and expect great things from the company in the future."

### What the Industry is Saying

Leveraging the most popular streaming formats, Discreet works closely with industry leaders to provide streamlined workflow, increased productivity and improved project turn around through the newly launched, cleaner central software, a distributed and scalable automation content mastering system. cleaner central, is a streaming product focusing on high-volume networked environments and is expected to further augment the success of the users managing robust streaming projects. Building on the important industry relationships, Discreet will be profiled within partner's booths at NAB including: Microsoft (Booth # L-16501), Apple (Booth # L-14400) and Intel (Booth # S-6327).

"With their innovative support for Windows Media Video 8, cleaner and cleaner central have enabled two-pass variable bit rate (VBR) techniques that bring more efficient encoding to media professionals throughout the industry," said Jonathan Usher, director of the Windows digital media division at Microsoft Corp. "Discreet is also demonstrating its dedication to innovation in professional media with its commitment to support our next-generation Windows Media 'Corona' technologies."

"RealNetworks is continually working to advance productivity and efficiency gains for our users," said Ben Rotholtz, general manager, Media Systems, RealNetworks, Inc. "By leveraging the flexibility of RealSystem iQ, Discreet's cleaner central has provided content providers with a cost effective and productive process for creating high quality content suitable to deliver via a subscription service such as RealOne SuperPass."

"Media encoding through automated processes is critical to providing a best of class user experience for media applications," said Tom Gibbs, director enterprise e-business marketing, solutions market development, Intel. "We are delighted to be working with Discreet and their cleaner central product which along with the Pentium 4 processor based systems address this longtime performance bottleneck. The enhanced scalability of cleaner central leverages the power of Intel Pentium 4 processors resulting in substantial increased output and productivity gains to a process that once was the bottleneck."

## Purchase Information

Purchases can be made in North America directly from the Discreet e-store at [http://www.discreet.com/purchase/storefront\\_text.html](http://www.discreet.com/purchase/storefront_text.html). Local resellers can be found at [www.discreet.com/resellers](http://www.discreet.com/resellers). For information about Discreet's streaming product line or purchase information in North America call the toll free number: 866/317-1011 or visit [www.discreet.com](http://www.discreet.com). All Discreet product information is available at: 800/869-3504. Additionally, from April 6, 2002 to April 11, 2002 please stop by the NAB booth, #S-4409 in the Sands, for product demonstrations and additional information.

## 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](http://www.discreet.com).

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