



Discreet Announces plasma -- The First Professional 3D Animation Software Tool Designed Specifically for Web Artists and Designers

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plasma Brings Discreet's 3D Animation Expertise to Macromedia Flash, Macromedia Shockwave, and Web Graphics

Discreet, a division of Autodesk, Inc. (Nasdaq:ADSK), today announced plasma -- its professional 3D animation software for creating compelling 3D content for Web interface, graphics, and interactive 3D. Built to meet the specific requirements of today's rich-media Web formats, plasma will deliver affordable and high-end 3D animation capabilities in a familiar, accessible workflow that makes sense to Web media artists and designers. Based on Discreet's award-winning 3D technologies, Discreet's plasma software will fuel the next step in the evolution of the Web experience. Discreet will demonstrate plasma at Flashforward2002 in San Francisco, April 2nd and 3rd at the Herbst Theatre and will be available for purchase in late spring 2002.

Discreet's plasma software will provide an easily accessible rich 3D animation toolset that delivers high-impact imagery for both Macromedia Flash Player and Shockwave Player. plasma has extensive integration with all versions of Macromedia Flash including the recently released Macromedia Flash MX and Macromedia Director 8.5 Shockwave Studio. With the most feature-rich Macromedia Flash renderer available today, plasma will allow customers to fully explore the possibilities of 3D for UI design and content creation. Using plasma software's superior Shockwave 3D support, artists can now easily add interactive real-world physics or even skinned characters within their Web sites.

"Discreet plasma software gives users two amazing choices for bringing 3D to the Web," said Beth Davis, senior vice president, Macromedia. "Importing Discreet plasma content into Macromedia Director 8.5 Shockwave Studio and 3D vector animations into Macromedia Flash MX will enable 3D content to be integrated into rich Internet applications that delivers a consistent experience across leading platforms and devices."

As the 3D graphics Web technology market expands over the next few years, with an expected one million sites utilizing 3D content and more than half a billion 3D-enabled browsers by 2007 (Jon Peddie Associates), Web artists and designers are looking for an easier and better way to create high-impact content for their Websites. Discreet plasma software is the 3D animation tool solely dedicated and focused on the needs of creative professionals who will define the future 3D look of the World Wide Web.

"The 3D Web graphics market will be one of the fastest growing markets over the next five years with a compound annual growth rate projected at 32% through 2007 while 3D web browsers estimated to reach over 600 million during the same time frame," said Wanda Meloni, senior research analyst, M2 Research. "Discreet plasma software is the 3D animation tool solely dedicated and focused on the needs of creative professionals who will define the future 3D look of the World Wide Web."

"Discreet is well positioned to lead a revolution of 3D animation and design for the Web with the introduction of plasma," said Phillip Miller, vice president of product management, Discreet. "Over the past ten years, Discreet's innovation with 3ds max software has made it the world's most widely used professional 3D animation tool. With plasma we are focusing our 3D experience for an even broader market for Web artists and designers intrigued by the possibilities of 3D with a tool designed specifically for their needs."

Price and Availability

plasma is expected to be available for purchase late spring 2002 for US \$650.00 (on the discreet estore) in North America. Visit Discreet at: www.discreet.com or call 800/869-3504 or 514/393-1616 for more information on plasma and other Discreet products.

About Discreet

Discreet, a division of Autodesk, Inc., is a worldwide leader in digital content creation, management, and distribution tools. Discreet develops systems and software for visual effects, animation, non-linear editing, broadcast production, and integrated infrastructure and workflow solutions. Discreet serves a broad range of markets involved in content creation, delivery, and use, including film and television postproduction, broadcast production, games, animation, multimedia for corporate, government, and education, and the rich media for the Web.

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