



Discreet Unveils cleaner central -- Raises Bar for Scalability and Efficiency in Streaming Media

February 26, 2002

SAN FRANCISCO, Feb 26, 2002 (BUSINESS WIRE) --

cleaner central Advances Industry Standard as a Scalable, Client Server-based Distributed Automated Transcoding System

Discreet, a division of Autodesk, Inc. (Nasdaq:ADSK), today announced the launch of cleaner central software, a scalable client server-based automated transcoding system designed to transform the workflow of high-volume transcoding into a productive solution that will lower production costs and maximize resources. The newest member of the Discreet streaming media software product line, cleaner central is the most efficient and scalable solution offered to the enterprise-level streaming media market to date, fortifying the position of Discreet as a leader in the industry.

Traditionally, streaming media encoding required continuous monitoring and manual intervention resulting in lost productivity and efficiency. Now, with the technology of cleaner central, developing and preparing media for delivery to multiple media can be completed in a streamlined process, allowing for more time to focus on the quality of the content rather than time-intensive administrative tasks. Leveraging the award-winning cleaner software, compressionists can reuse and repurpose their customized cleaner settings within cleaner central. By continuing to increase effectiveness and efficiency through innovative new products and upgrades, Discreet continues to raise the industry standard.

"cleaner central is a powerful and intuitive tool that accelerates workflow for experienced compressionists through an advanced, automated and distributed transcoding network," said Paul Lypaczewski, general manager of Discreet and executive vice president, Autodesk, Inc. "Building upon the cleaner product line, cleaner central adds automated, centralized control to the current workflow of cleaner users, opening many doors for streaming media professionals. Discreet is proud to continue to deliver the most effective encoding solutions to the trade."

Discreet's cleaner product line is an industry leader for importing, authoring, encoding and delivering interactive streaming media in all popular streaming formats, including RealNetworks(R) RealSystem(R), Apple(R) QuickTime(R), Windows(R) Media(TM), MPEG-1, MPEG-2 and MP3. With the addition of cleaner central software, Discreet continues to revolutionize the technological resources of industry professionals, constantly delivering new and improved solutions.

Price and Availability

cleaner central, including the central server application and two network-enabled transcoding nodes is expected to be available for purchase in late March 2002 for the suggested retail price of US\$4,995 in North America. Purchases can be made in North America directly from the Discreet e-store at www.discreet.com. Local resellers can be found at www.discreet.com/resellers. A toll-free number dedicated to Discreet's streaming product line with purchase information in North America will be available beginning on March 6, 2002 at: 866/317-1011. For more information about cleaner central and related products visit www.discreet.com. All Discreet product information is available at: 800/869-3504.

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 post-production, broadcast production, games, animation, multimedia for corporate, government, and education, and the rich media for the Web.

Note to Editors: Discreet is a division of Autodesk, Inc. Discreet, cleaner and cleaner central are trademarks of Autodesk, Inc./ Autodesk Canada Inc. in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

CONTACT: Discreet Public Relations
Kevin G Clark, 415/547-2457
kevin.g.clark@autodesk.com
or
Access Communications
Lindsay Stewart, 415/844-6217
lstewart@accesspr.com

URL: <http://www.businesswire.com>
Today's News On The Net - Business Wire's full file on the Internet with Hyperlinks to your home page.

Copyright (C) 2002 Business Wire. All rights reserved.