



## Autodesk Location Services and Fiat's bCONNECT Infomobility division to Showcase Location-Enhanced Services Available via Top Italian Mobile Operators at 3GSM World Congress

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In Addition to Mobile Phones, the bCONNECT Family of Location-Enhanced Services Offered Through On-Board and Off-Board Navigation Systems

3GSM WORLD CONGRESS, CANNES, France, Feb. 23 /PRNewswire-FirstCall/ -- Autodesk Location Services, a division of Autodesk, Inc. (Nasdaq: ADSK), and Fiat division bCONNECT today announced that the two companies will be showcasing the bCONNECT family of location-enhanced services at 3GSM. The services are based on the Autodesk LocationLogic platform and operated by bCONNECT through such leading European mobile operators as Telecom Italia Mobile (TIM), Vodafone, and Wind.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000518/SFTH083LOGO> )

The bCONNECT services include maps, driving directions and real-time traffic information as well as point-of-interest, weather and concierge services. In addition to mobile phones, the services are available via smart phones, as well as on-board and off-board navigation systems. Autodesk Location Services will be demonstrating the services on smart phones by appointment in its corporate suite across from the Palais des Festivals in Cannes. Conference attendees can also view a Fiat Punto equipped with the first wireless car navigation system, the bCONNECT Off Board Navigation (OBN) system, in front of the Palais des Festivals. Industry executives interested in an appointment should email [locationservices@autodesk.com](mailto:locationservices@autodesk.com).

"Autodesk Location Services and Targa Infomobility have a rich history of teaming to deliver end-users with mobile information at the point and moment of need," said Joe Astroth, executive vice president of Autodesk Location Services. "The successful migration of the bCONNECT services to a variety of mobile devices and delivery platforms is representative of the flexibility offered by the Autodesk LocationLogic platform."

"bCONNECT's infomobility services are aimed at a vast user segment," said Edoardo Coletti, managing director of bCONNECT. "The development of new services to meet customer needs is critical to our business. Our continuous development requires a powerful and flexible location platform."

The partnership between bCONNECT and Autodesk Location Services began in early 2001, and some of the relationship milestones have included:

- The services debuted in 2001 with an on-board navigation system available in select Fiat, Alfa Romeo, Lancia and Maserati models
- Telecom Italia Mobile began offering the bCONNECT services to subscribers in March 2002
- Vodafone live! Italy launched a set of bCONNECT services in December 2002
- bCONNECT services became available on J2ME devices starting from early 2003
- The "TIM Infoviaggio" traffic information service was launched in April 2003
- I.mode in Italy launched in November 2003
- Debuting in the spring of 2003, the bCONNECT Off Board Navigation system is the first navigation system which does not need a CD-ROM with maps to guide the user. Instead, it utilizes a wireless link with the bCONNECT Service Center in order to provide customers with a constantly updated, comprehensive map of all of western Europe. Available in the new Fiat Punto, the system also features a hands-free phone, MP3 player and e-mail in just one device.

### About Autodesk Location Services

Autodesk Location Services ( <http://www.autodesk.com/locationservices> ), a division of Autodesk, Inc., provides a complete solution that enables wireless carriers and mobile operators to quickly and reliably offer location-based services to their subscribers. Its offering consists of a highly-scalable, open standards-based platform, market-ready applications, content integration and professional services. Autodesk ( <http://www.autodesk.com> ) is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes.

### About bCONNECT, a division of Fiat Auto

bCONNECT is the leading provider of infomobility, location based and vehicle behavior tracking services Europe-wide. Thanks to its unique database of contents, including high quality traffic information, bCONNECT offers a wide range of services through different channels like in-car telematic units, mobile and smart phones, internet and PDAs. Partners using bCONNECT services include: Fiat, Lancia, Alfa Romeo, Maserati, Peugeot, Vodafone, Tim, Wind, Sony Ericsson, Motorola and Bosch. For more information about the company see [www.bconnect.biz](http://www.bconnect.biz).

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CONTACT: Cassie Stevenson of Autodesk, Inc., mobile +1-415-533-2720, or [cassie.stevenson@autodesk.com](mailto:cassie.stevenson@autodesk.com); or Jasmine Khounnala of Herald Communications, mobile +33-6-03-81-48-56, or [jkhounnala@herald-com.fr](mailto:jkhounnala@herald-com.fr), for Autodesk.

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