

An aerial night view of a city, featuring a prominent, curved skyscraper with a unique, tiered design in the foreground. The city lights are visible, and a highway with traffic is seen in the middle ground. The background shows a hillside with residential buildings.

Entertainment & Visualization

Marc Petit

Senior Vice President, Autodesk Media & Entertainment

Film & Television

- TV is recession prone, ad spending is down
- Film is less impacted, box office healthy
- Both undergoing structural change



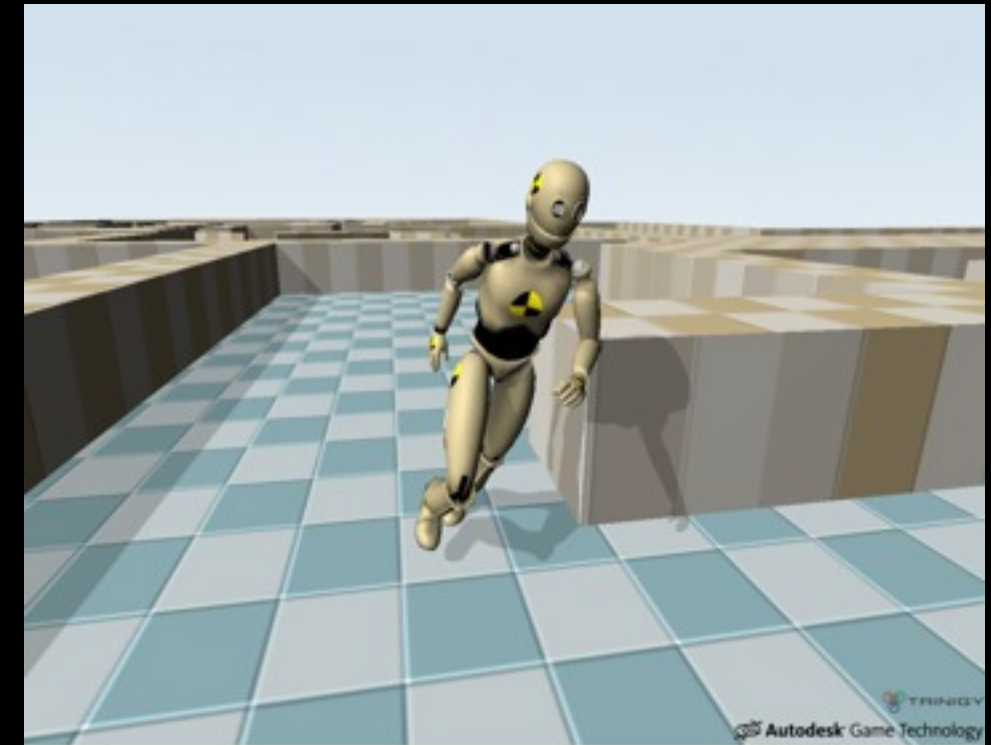
Image Courtesy of The Jim Henson Company



Monster Vs Aliens™ & © 2008 DreamWorks Animation L.L.C. All Rights Reserved

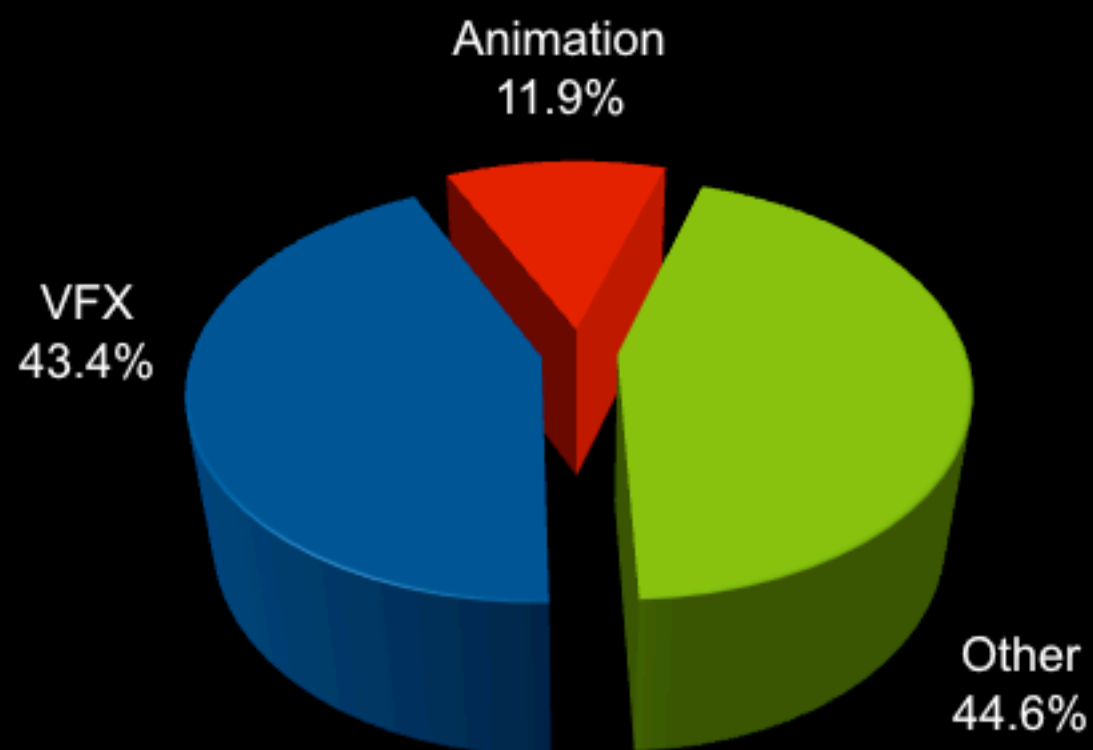
No “Stimulus Package” for Entertainment

- Credit crunch is affecting funding
- Entertainment is not a priority at federal/national levels
- Some governments see opportunities but overall investment increases are marginal
- Film and games entertainment remain an attractive opportunity for investment when credit resumes

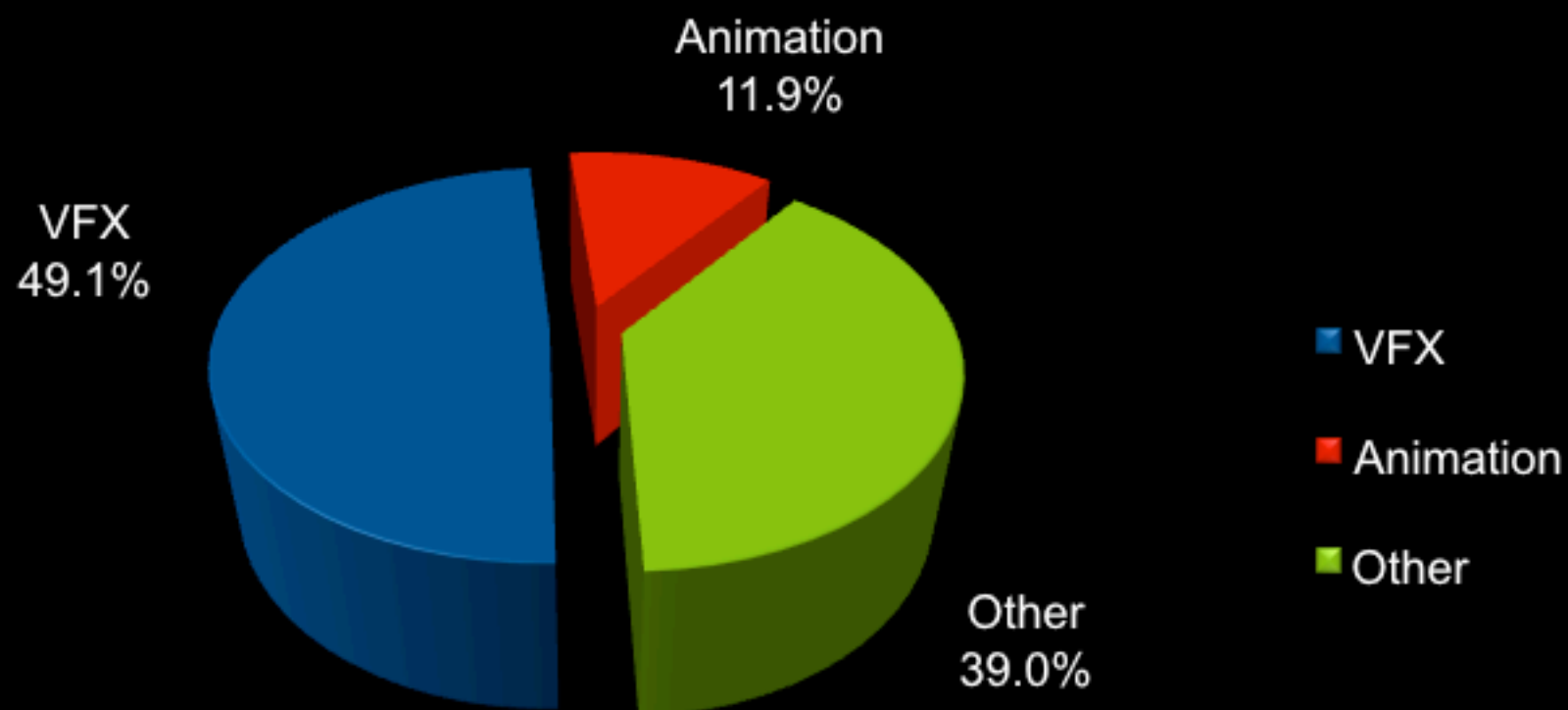


The Impact of Digital Technology

2007 Box Office Gross



2008 Box Office Gross



60% of Box Office receipts are from digitally enhanced movies that require significant software usage to create

Games Sales Remain Bullish in Recession

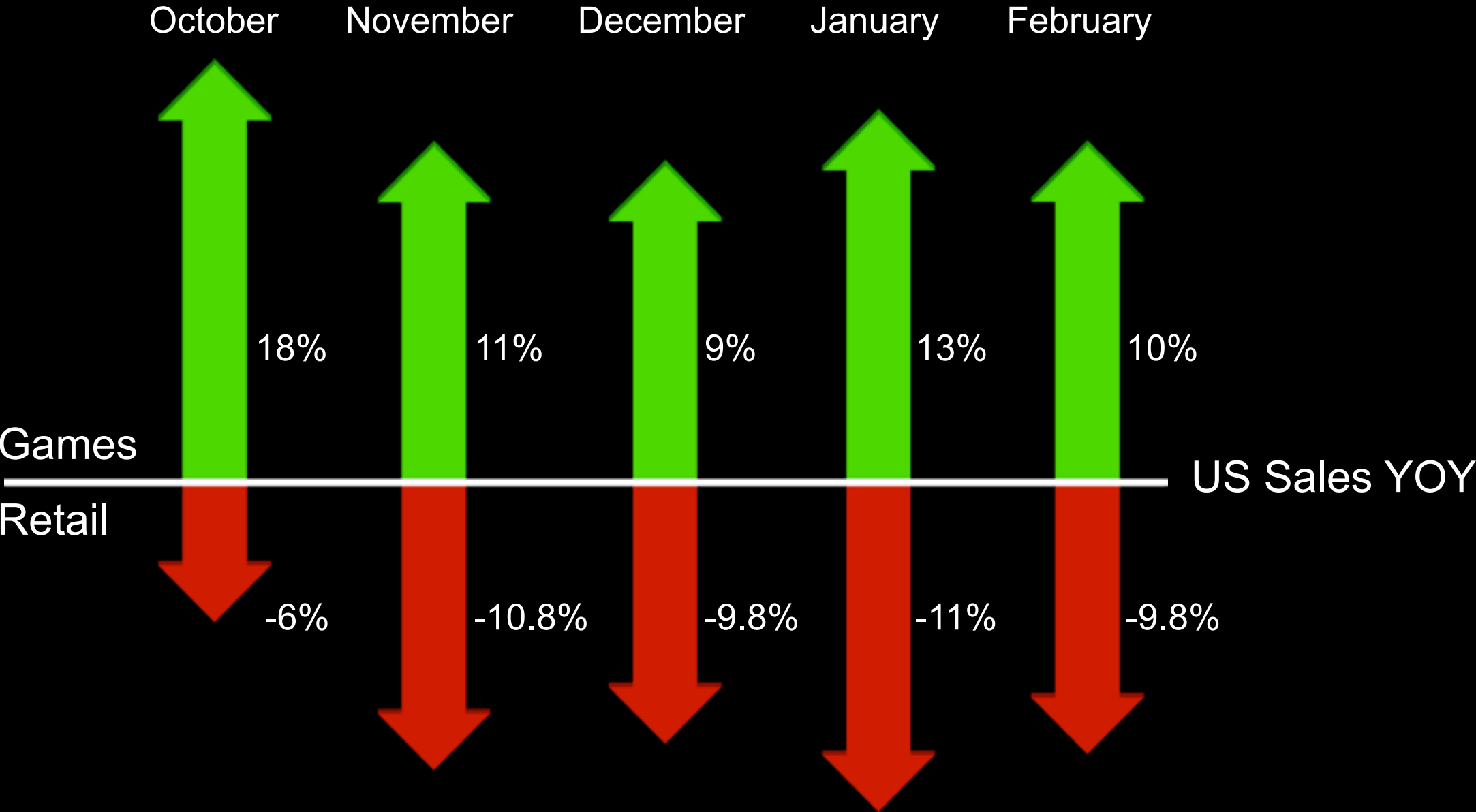


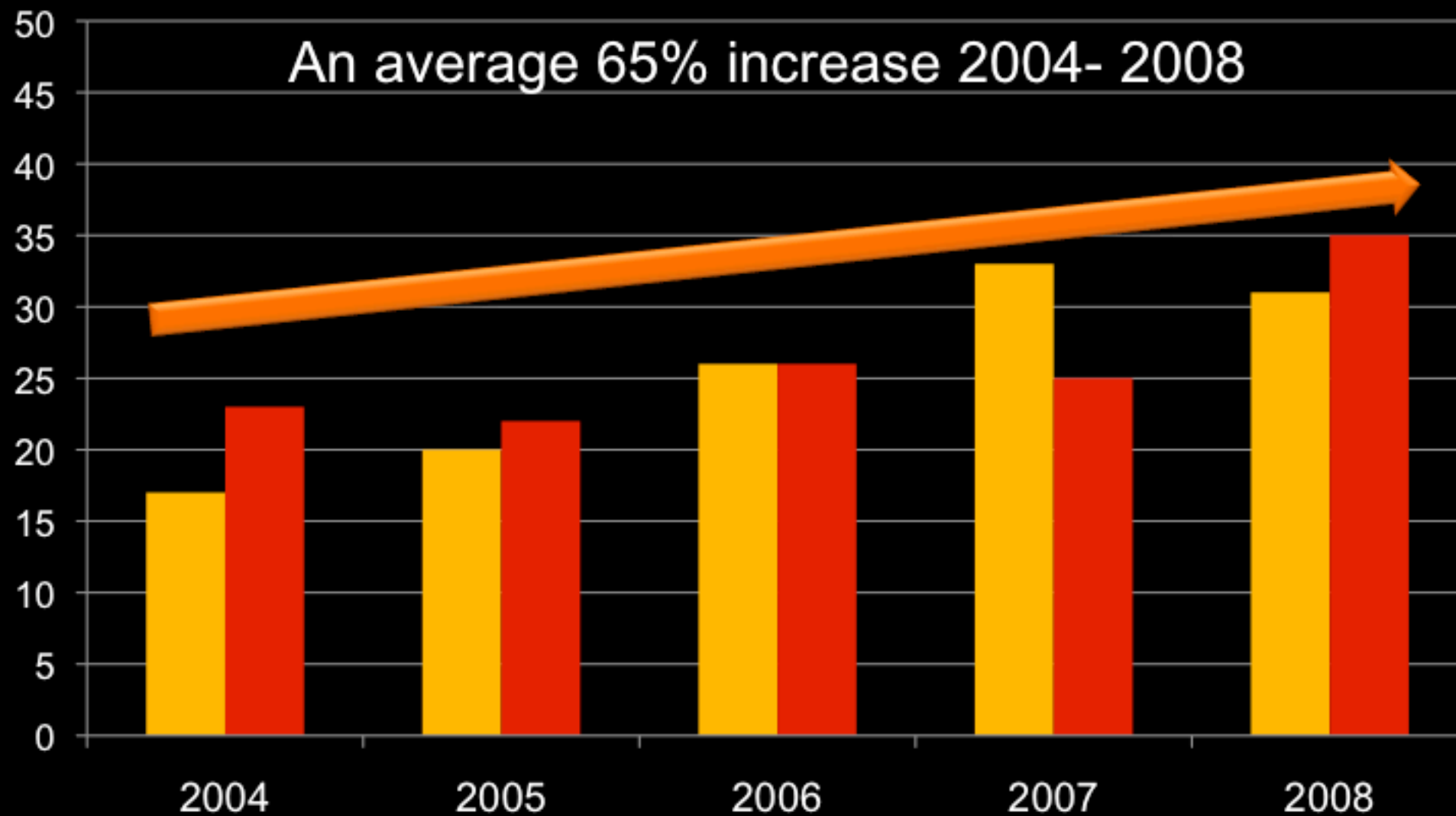
Image courtesy of Codemasters Software Company Ltd.



Image courtesy of Ubisoft.

Source NPD Research and US Census Review

Production Costs Rise Faster

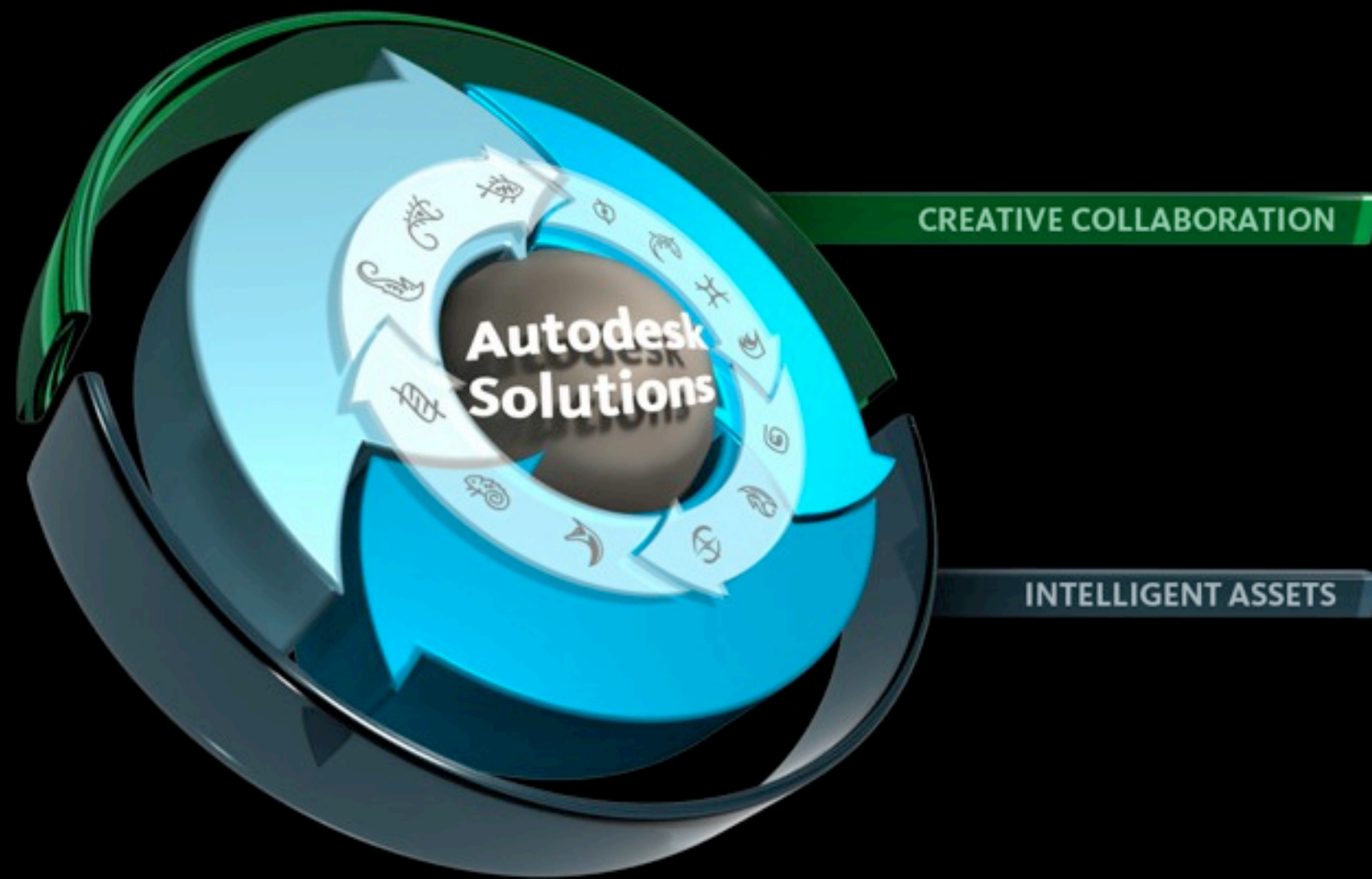


Rising costs of production impacts profitability and financial performance

Production cost as percentage of revenue for two major games publishers

Source US Game Company Annual Reports (SEC)

Digital Entertainment Creation



Helping customers improve efficiency

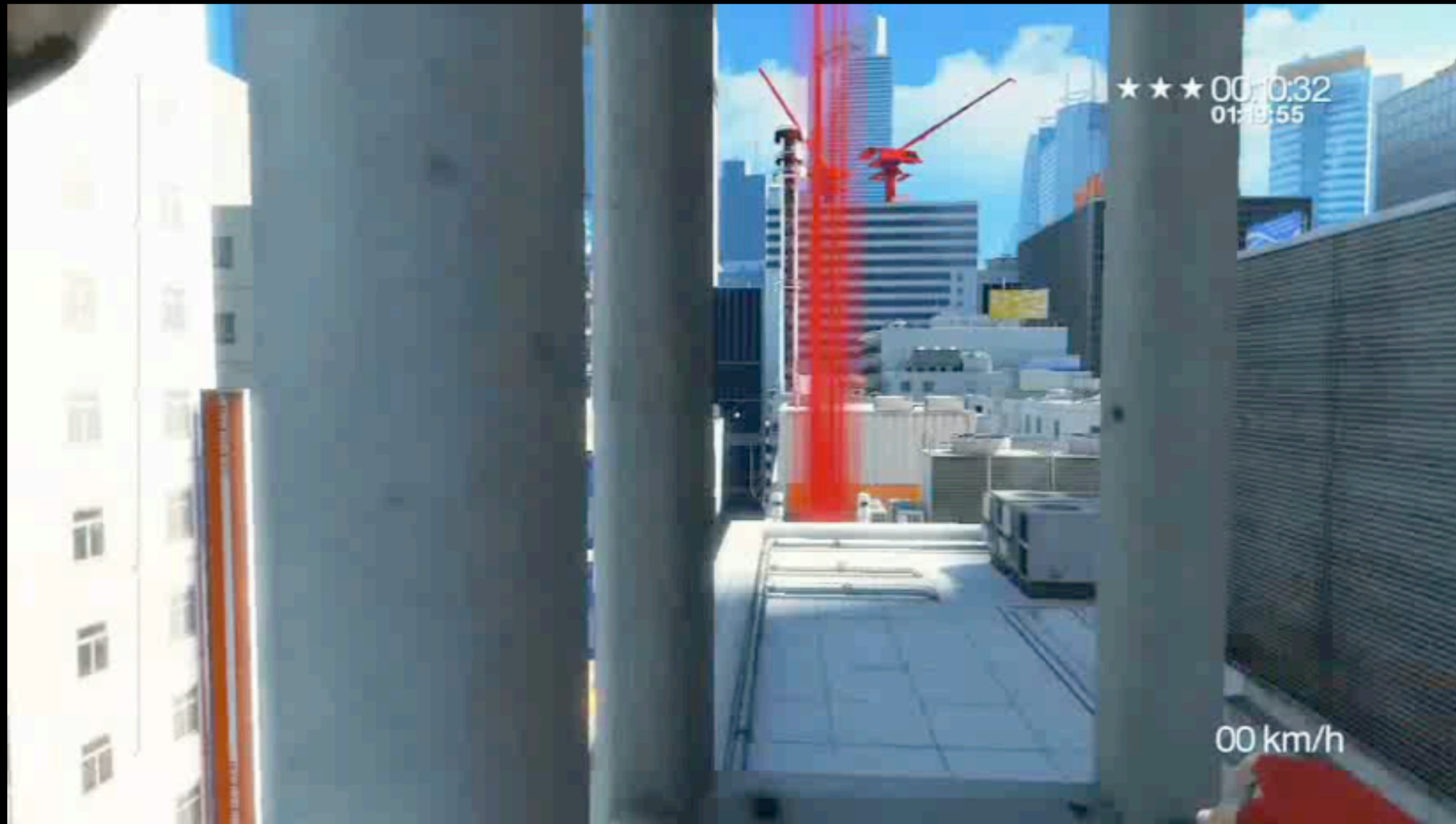
Helping customers be more creative

Opportunity in Challenge

- Helping customers adapt to change
- Building long-term competitive advantage



Games Set The Bar For User Experience



Video Courtesy of Electronic Arts

Building Better Businesses

Autodesk visualization solutions enable

- Greater competitive advantage
- Innovative design
- Increased efficiency
- Improved sustainability

“Visualization is no longer simply a presentation tool, it is a design tool as well.”

Larry Malcic, Director of Design, HOK London

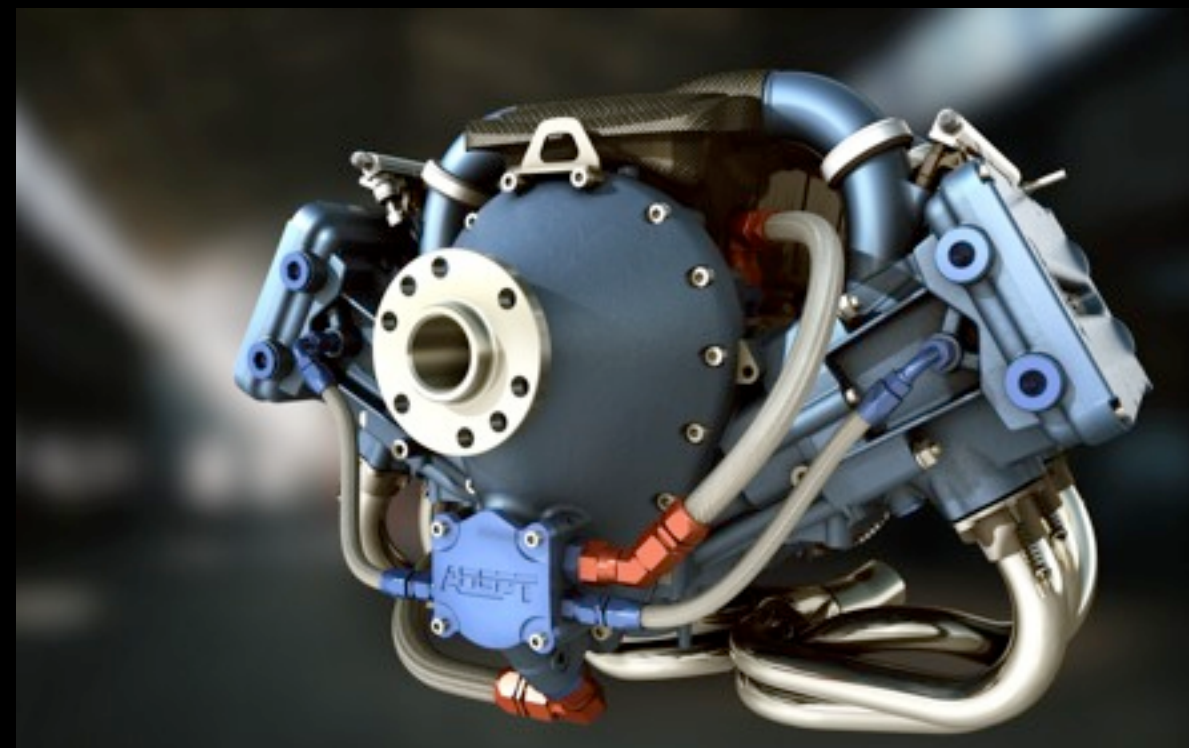


Image Courtesy of HOK, London

From Advanced In-Product Visualization



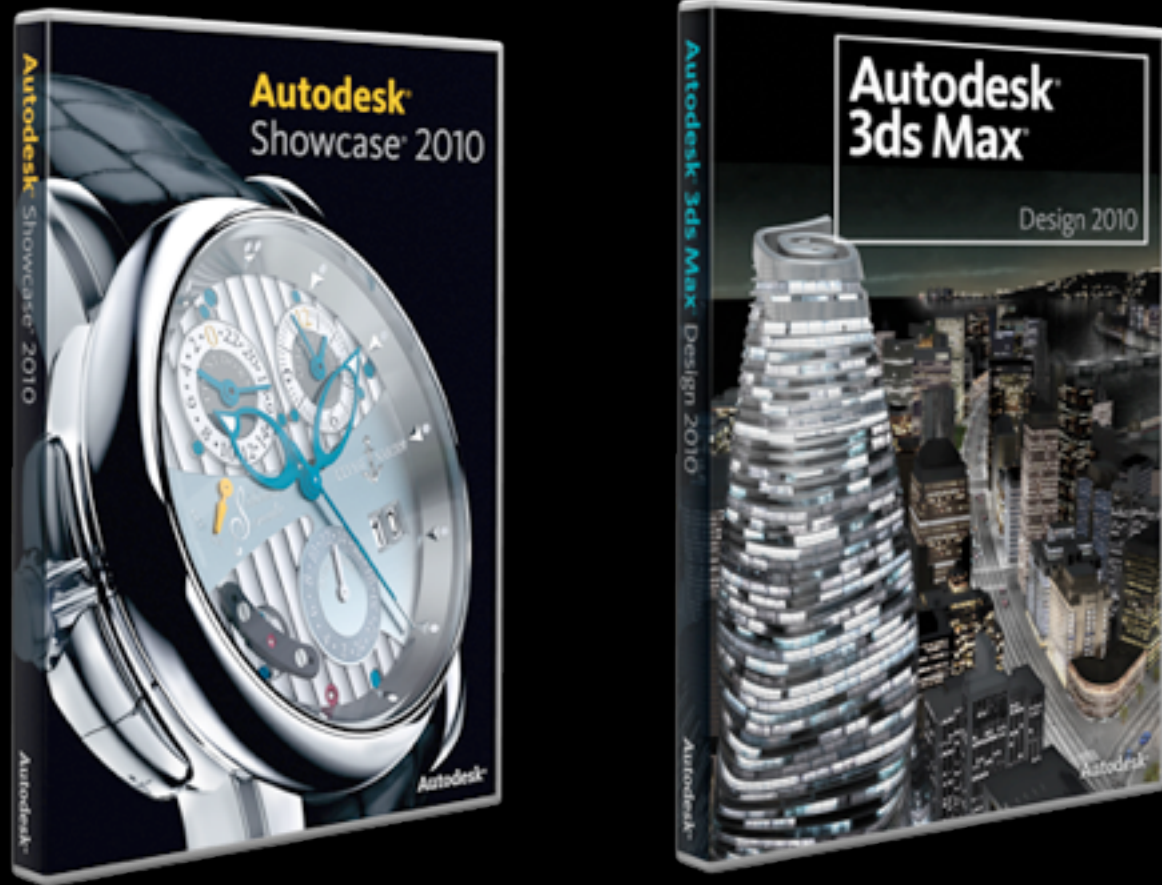
Autodesk® Revit®



Autodesk® Inventor®

- Built-in photorealistic rendering
- Full 3D continuity digital with visual communication tools

To Advanced Visual Communication Tools



- Film/games quality production value
- Accessible for non-entertainment professionals
- Advanced narrative and story-telling capabilities

AutoCAD Revit Visualization Suite 2010

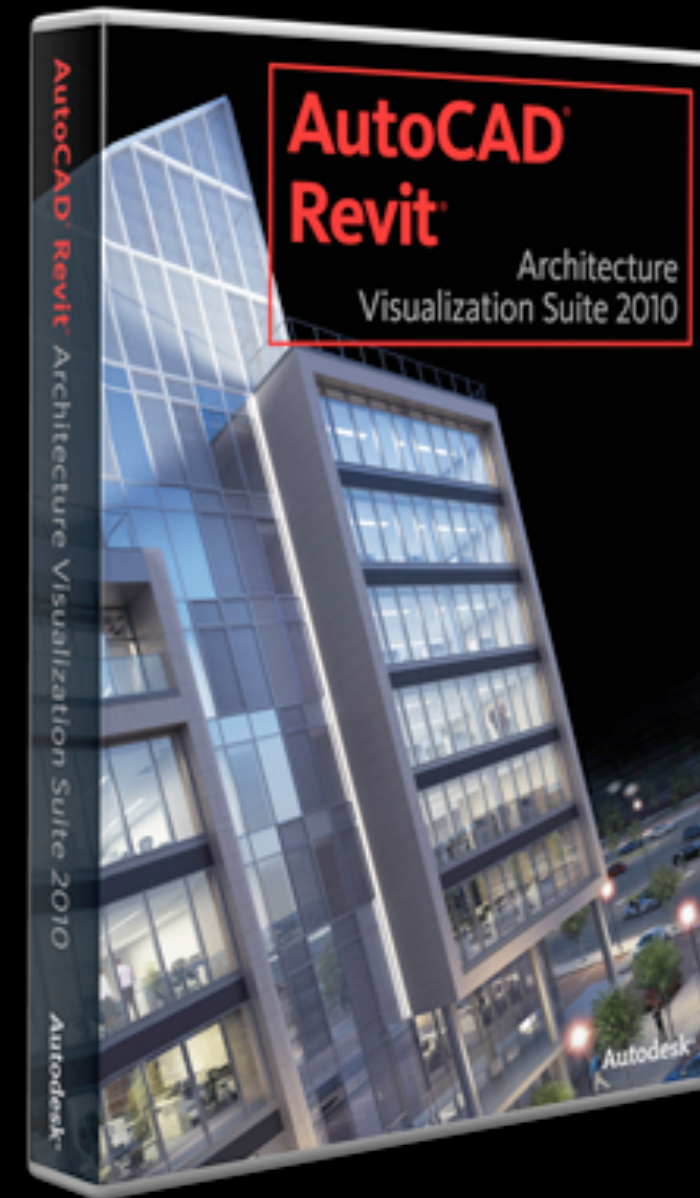
Autodesk Visualization Suite for AEC

- Autodesk® Revit® Architecture,
- AutoCAD® Architecture,
- Autodesk® 3ds Max® Design,
- Autodesk® Navisworks® Review,
- AutoCAD®

Lower Cost of Ownership

Integrated BIM workflow

- Innovative design and documentation capabilities
- Model aggregation
- Real-time visualization and review
- Lighting analysis
- Photo realistic renderings and animations
- Data continuity



The Future is Immersive and Interactive

- “The Gamification of everything”
- Real-time concurrent visualization and analysis
- Digital cities
- Crowd simulation and behaviors
- Real-time, hands-on interaction



Project Newport
Interactive Visualization and Presentation
TED 2009