

**Autodesk®**

**Autodesk Completes  
Acquisition of Alias:**

EXCERPTS FROM ARTICLES  
PUBLISHED IN TRADE  
PUBLICATIONS

### **Autodesk to buy Alias for \$182 million**

[http://features.cgsociety.org/story.php?story\\_id=3166](http://features.cgsociety.org/story.php?story_id=3166)

By Leonard Teo

October 4, 2005

Overall, the acquisition of Alias looks like a tremendous value proposition for both companies. Alias, the smaller player in this deal, will be able to leverage on Autodesk's vastly superior distribution and marketing channels worldwide, meaning that its products will reach beyond the current geographical and service constraints. It also means that Alias will once again have a massive financial backing which it has not enjoyed since the glory days of SGI, giving it the cash injection to develop highly desirable products.

For Autodesk, the acquisition means that it will own a sizeable portion of the entertainment and design industries. For years, 3ds max and Maya have competed fiercely for a bigger slice of the entertainment pie in film, games, television and animation production. The plan as noted by the company leaders is to ensure that customers will have end-to-end solutions covering all aspects of media production from 3D content creation (Maya, 3ds max, MotionBuilder) to compositing (TOXIK, Combustion, Inferno, Flame), color grading (Lustre) and finishing/delivery (Fire, Smoke). Ultimately, it's about delivering solutions and value to customers.

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## Cadalyst Manufacturing

### **Autodesk + Alias = Good Deal**

Watching this acquisition with cautious optimism, you can see potential for mechanical design

By Jeffrey Rowe

November 9, 2005

### **Sensible Move**

...I'm not surprised that Alias was purchased, but I am a little surprised that Autodesk ended up doing the deal. I've thought for some time that an Autodesk competitor would acquire Alias, but when you look at the product lines and customer bases of these two companies, they actually appear to be a good fit -- both today and tomorrow. So the acquisition, at least at this stage, makes sense from the perspectives of the two companies and their customers."

The common link between the two industries is visualization for design creation or presentation, or both, and visualization will ultimately prove to be the real value of the acquisition.

With the acquisition, Autodesk obtains new opportunities—namely, a strong inroad to automotive styling and design and computer-aided industrial design through Alias' Studio Tools line. This broadens Autodesk's appeal on the conceptual side of the product-development cycle, where previously it was lacking. Studio Tools has long been known for its ability to create outstanding surfaces, and this capability will come in handy for Autodesk's Inventor, an application that has never had surface creation as a strong suit.

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## SHOOT

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### **Visual FX Market Shifts as Autodesk to Acquire Alias**

By Carolyn Giradina

October 14, 2005

#### **Customer quotes in the article:**

“It [Autodesk Alias acquisition] bodes quite well for the future. We are already seeing increasing involvement between the compositing and animation worlds. We have compositing talent already learning to work in 3-D, and vice versa.”

“Maybe we are heading toward a day when there are multidiscipline visual effects artists. There will be specialists, but it is still possible to be skilled at C but also able to composite. Maybe we are heading to a day when 2-D and 3-D is integrated in one program. I think that would be awesome.”

**--Brian Moylan, director of visual effects at Vancouver-based Rainmaker's animation and visual effects division.**

“Maya and 3ds Max are different and necessary and we need both,” “There will be a certain period of time to assimilate the companies; I think ultimately it will be great and everyone will benefit.”

**-- Ed Ulbrich , senior VP of production and executive producer of the commercial division at Venice, Calif.-based Digital Domain, which uses products from both Autodesk and Alias.**