

## FREQUENTLY ASKED QUESTIONS (EXTERNAL FAQ)

### Autodesk Completes Acquisition of REALVIZ

On May 7, 2008, Autodesk, Inc. announced that it has acquired substantially all of the assets of REALVIZ S.A., a developer of image-based content creation software. This acquisition extends Autodesk's leadership in 2D and 3D design innovation by adding complementary technology and products to Autodesk's modeling, visual effects and animation products. With the addition of REALVIZ technology, Autodesk will be able to provide a simple and efficient way to combine the worlds of photo imaging and 2D to create 3D models and visual effects.

REALVIZ is headquartered in Sophia Antipolis, France, with satellite sales offices in Los Angeles, London and Paris. REALVIZ develops solutions for architecture, film, broadcast and gaming. REALVIZ technology is also used for digital imaging in many other fields, such as professional photography, multimedia, real estate and forensics.

## GENERAL

### Q1: What is being announced?

**A1:** Autodesk has acquired substantially all of the assets of REALVIZ. REALVIZ's products cover panoramic photography, image-based modeling, match moving and optical motion capture. Some of its offerings are:

- **Stitcher™ software:** For the creation of panoramas and virtual visits up to 360°
- **ImageModeler™ software:** Image-based modeling software to produce photo-real 3D models from photos
- **Movimento™ software:** Video-based motion capture software that enables users to capture the motion of any non-rigid object, such as the human face, animals, or parts of the human body
- **MatchMover™ software:** 3D tracking software that enables reconstruction of the camera trajectory in 3D from a video sequence
- **VTour™ software:** 3D modeling and 3D virtual tour software

### Q2: Why is Autodesk acquiring REALVIZ?

**A2:** The acquisition of REALVIZ extends Autodesk's leadership in 2D and 3D design innovation with technology and products that are complementary to Autodesk's modeling, visual effects and animation products. They will enable Autodesk to make 3D technology more ubiquitous, through the creation of 3D models from simple 2D images, and by creating virtual environments from conventional photographs. REALVIZ technology extracts 3D information from pictures and/or videos, which has numerous applications throughout the various industries served by Autodesk.

### Q3: How does the acquisition of REALVIZ benefit Autodesk and its customers?

**A3:** REALVIZ technology bridges 2D and 3D and links the virtual and real worlds, providing efficient ways to create 3D content and visual effects. It enables 2D and 3D artists to tackle complex digital imaging projects, for example:

- Architects can easily place their building in a site by extracting 3D camera information from site pictures, and even extract accurate measurements from a set of pictures of an existing building
- Post-production videographers can automatically track and reconstruct full 3D camera moves from a video clip
- Motion from characters or objects can be extracted from a scene shot from several angles
- Facial expressions can be captured from several camera shots
- Designers and photographers can assemble 2D and 3D panoramas by stitching photos together seamlessly

**Q4: How much is Autodesk paying for the transaction? What are the terms of the transaction? Is this a stock or cash transaction?**

**A4:** The purchase price and financial terms of the transaction are not being disclosed.

## COMPANY ORGANIZATION

**Q5: Is the REALVIZ organization reporting into existing organizations within Autodesk or is it a stand-alone business unit?**

**A5:** The REALVIZ organization is being integrated into Autodesk's Platform Solutions and Emerging Business division and Autodesk's Media & Entertainment division. The REALVIZ team, including company co-founders Dominique Pouliquen and Luc Robert, is joining Autodesk.

**Q6: Where will the REALVIZ team/operations be relocated now that the acquisition is completed?**

**A6:** The REALVIZ team will primarily remain in Sophia Antipolis, France.

**Q7: What does the REALVIZ team bring to Autodesk?**

**A7:** Autodesk will benefit from REALVIZ's talented engineers, possessing vast expertise in visual graphics and image processing, as well as web marketing.

## PRODUCTS/SOLUTIONS

**Q8: Are there areas of duplication in Autodesk's and REALVIZ's product lines? If so, how will they be addressed?**

**A8:** We believe the products as complementary. In some cases, we may offer the products as separate solutions, in others they may be integrated into other technologies. Many Autodesk customers use REALVIZ products to create 2D and 3D assets for their architecture, film, broadcast and game projects. REALVIZ's products extend the capabilities of the Autodesk product line. Areas of duplication between the two companies' offerings are being evaluated to determine the best solution for customers.

**Q9: What are Autodesk's product plans for Stitcher and ImageModeler? Are any of the REALVIZ products being retired?**

**A9:** Autodesk intends to develop and sell REALVIZ's Stitcher Unlimited, Stitcher Express and ImageModeler software as standalone products. These products will be sold through an online eStore (<http://store.realviz.com>). Movimento will be sold exclusively through Autodesk Consulting ([www.autodesk.com/consulting](http://www.autodesk.com/consulting)). Matchmover, Retimer and VTour will no longer be available as standalone products; the core technology may be integrated into Autodesk's platform solutions and existing products.

The following REALVIZ offerings have been discontinued: Stitcher Pro, Stitcher Unlimited DS, StoryViz, and hardware and software product bundles. Student versions of ImageModeler and Stitcher are no longer available. Education versions of ImageModeler and Stitcher continue to be available.

**Q10: How can I buy ImageModeler, Stitcher, and Movimento?**

**A10:** ImageModeler, Stitcher Unlimited, and Stitcher Express will be sold through an online eStore (<http://store.realviz.com>), with availability beginning May 16, 2008. Movimento will be sold exclusively through Autodesk Consulting ([www.autodesk.com/consulting](http://www.autodesk.com/consulting)).

**Q11: Why isn't the e-store working?**

**A11:** From May 7 – 16, 2008, the REALVIZ eStore is being transitioned to Autodesk's eStore and will be temporarily closed. On May 16, 2008, an eStore at (<http://store.realviz.com>) will begin offering ImageModeler, Stitcher Unlimited and Stitcher Express.

**Q12: Is Autodesk going to change pricing of REALVIZ products?**

**A12:** At this time, pricing for current REALVIZ products remains unchanged.

**Q13: Are trial versions of REALVIZ products available?**

**A13:** Yes, trial versions are currently available for ImageModeler, Stitcher Express, and Stitcher Unlimited. Please visit [www.realviz.com](http://www.realviz.com) for product download information.

**CUSTOMERS**

**Q14: Who uses REALVIZ products?**

**A14:** REALVIZ's products have broad appeal, with clients across numerous industries – including architecture, film, broadcast and games. REALVIZ technology is also used for digital imaging in many other fields, such as professional photography, multimedia, real estate and forensics.

Clients include Boeing, NASA, Daimler Chrysler, Cinesite, Framestore CFC, Sony Pictures Imageworks, Warner Brothers Animation, Electronic Arts and Activision. REALVIZ technology has been used to create blockbuster film visual effects for numerous films, including *Superman Returns*, *Zodiac*, *The Host*, *Children of Men*, *Harry Potter and the Goblet of Fire*, *Sin City* and *The Day After Tomorrow*.

**Q15: How will customers benefit from this acquisition?**

**A15:** REALVIZ offers advanced technologies that benefit customers across a diverse set of industries. Bridging the 2D and 3D worlds, REALVIZ products enable 2D and 3D artists to easily tackle complex digital imaging projects, through the creation of 3D models from simple 2D images, and by creating virtual environments from conventional photographs.

In addition, REALVIZ technologies will accelerate product innovation for existing Autodesk products. Autodesk customers will also benefit from the addition of a strong, talented engineering team with deep expertise in visual graphics and image processing.

**Q16: Will Autodesk continue to support REALVIZ customers?**

**A16:** Existing REALVIZ customers will continue to receive support on the REALVIZ website forums and through online support.

**Q17: Are there any changes to how REALVIZ products are sold?**

**A17:** As part of the transaction, Autodesk did not acquire REALVIZ's sales channels. As of May 16, 2008, ImageModeler, Stitcher Unlimited, and Stitcher Express will be available exclusively via an eStore (<http://store.realviz.com>). Movimento will be available through Autodesk Consulting ([www.autodesk.com/consulting](http://www.autodesk.com/consulting)).

**Q18: How can I find more information about this transaction?**

**A18:** You can find more information about this transaction by visiting the announcement web site at [www.autodesk.com/REALVIZ](http://www.autodesk.com/REALVIZ).

**Q19: Is my REALVIZ software product license still valid?**

**A19:** Yes, existing REALVIZ software product licenses are still valid.

**Q20: I am a student and cannot afford the commercial versions of ImageModeler and Stitcher. How can I learn these applications if the Student version is being discontinued?**

**A20:** Autodesk expects to develop fully functional trial versions of ImageModeler, Stitcher Unlimited, and Stitcher Express. These trial versions are not expected to expire, however the output from the applications will have a watermark.

## CHANNEL

**Q21: I am a REALVIZ channel partner. What impact does this acquisition have on my business?**

**A21:** As part of the transaction, Autodesk is not acquiring existing REALVIZ sales channels. Please contact your respective REALVIZ sales contacts for more information.

**Q22: Who do I contact for more information?**

**A22:** Please contact your respective REALVIZ sales contact for more information. If you are also an Autodesk reseller, please contact your Autodesk Channel Manager.

**Q23: How do I become an authorized Autodesk reseller?**

**A23:** To learn more about the Autodesk Authorized Reseller program, please visit <http://www.autodesk.com/resellers>.

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