



FREQUENTLY ASKED QUESTIONS

Autodesk Completes the Acquisition of Skymatter, Makers of Mudbox 3D Brush-based Modeling Software

INTRODUCTION

Autodesk, Inc. (NASDAQ: ADSK) has completed the acquisition of substantially all of the assets of Skymatter Limited, the developer of Mudbox™ 3D software. This acquisition expands Autodesk's Media & Entertainment portfolio and has great potential for other design disciplines such as 3D automotive and industrial design. Mudbox is innovative brush-based modeling software that is widely used by Autodesk's Media & Entertainment customers to create advanced digital characters and models.

Autodesk is a world leader in 2D and 3D design and entertainment software. The company develops the most popular 3D modeling, animation, and rendering tools in the world: Autodesk® 3ds Max® and Autodesk® Maya® software products. These products are used extensively in the film, television, and game development markets, as well as being used for architecture, automotive and industrial design.

GENERAL

What is being announced?

Autodesk has completed the acquisition of substantially all of the assets of Skymatter, the developer of Mudbox, a 3D brush-based modeling software product.

Why is Autodesk acquiring substantially all of the assets of Skymatter?

The addition of Mudbox to Autodesk's product line strengthens Autodesk's 3D leadership position in the film, television, and games markets, by providing customers with more complete digital pipelines as well as offering potential for other design disciplines. The media and entertainment industry continues to demand more integrated workflows and is tasked with delivering increasingly advanced and realistic digital characters and models. Brush-based modeling is a key element of this workflow, enabling creative modeling, prototypes and fine detail to be accomplished quickly.

How much did Autodesk pay for the transaction? What are the terms of the transaction? Was this a stock or cash transaction?

The purchase price and financial terms are not being disclosed.



How does this acquisition benefit Autodesk and its customers?

The Mudbox product allows Autodesk to offer customers a more complete workflow in their film, television and games pipelines. Mudbox also has great potential for other design disciplines such as 3D automotive and industrial design. The Mudbox workflow is simple and fast, offering 3ds Max and Maya artists an organic suite of tools for modeling, prototyping and detailing.

Is there an integration team in place and will Skymatter management be on the team?

Yes. Autodesk has an integration team in place, comprising key individuals from both companies, including Skymatter’s founders and members of Autodesk’s Media & Entertainment business.

COMPANY ORGANIZATION

Will the Skymatter business report into existing organizations within Autodesk or will it be a standalone business unit?

In order to best serve Autodesk and Skymatter customers, the Skymatter organization and Mudbox product will be integrated into Autodesk’s Media & Entertainment business, which is headquartered in Canada.

Where will the Skymatter team/operations be located?

Skymatter was established in New Zealand as a virtual company with contract development in Europe. The Skymatter team and operations are being relocated to Autodesk’s Toronto office. The Mudbox product will continue to be available globally.

What do the Skymatter founders bring to Autodesk?

Skymatter’s founders are Andrew Camenisch, Dave Cardwell, and Tibor Madjar. They are seasoned digital artists and designers. Their film credits include the Academy Award®-winning films *The Lord of the Rings* and *King Kong*. They have production experience as leads and supervisors at major film and game studios, and have design experience at top automotive companies. Autodesk expects that the founders’ talent and experience in building artist-friendly 3D tools will help improve all of Autodesk’s 3D products, to better support customer needs.

Autodesk®

PRODUCTS/SOLUTIONS

What is Mudbox?

Mudbox is high-resolution, brush-based 3D sculpting software that was built to address the needs of professional modelers working in the film, television, game and design industries. Designed by artists, Mudbox combines traditional art concepts with advanced 3D technology to offer a unique solution for high-end commercial modeling and design. With its intuitive user interface and natural sculpting and modeling capabilities, Mudbox offers artists a simple-to-learn solution that integrates seamlessly within existing pipelines. Digital artists with previous 3D experience are productive in Mudbox with minimal to no orientation. Mudbox also offers high-quality normal and displacement map baking, multilevel support for local subdivision, and intuitive layering capabilities. Plus, it delivers creativity-enhancing workflows and lightening fast performance on even the most detailed scenes.

Who is using Mudbox?

Mudbox users include leading visual effects and game development companies, such as Weta Digital, Epic Games, Cinesite, Blur Studios and Radical Entertainment.

Are there any third-party learning resources available today?

Yes. In addition to the numerous tips, tricks and tutorials being made available in public forums, Digital-Tutors, KURV Studios and Gnomon Workshop have released training videos for purchase.

- To learn more about “Introduction to Mudbox” and other free video tutorials by Digital-Tutors, visit: http://www.digitaltutors.com/digital_tutors/tutorials.php?cat=mudbox
- To learn more about “A Practical Guide to Mudbox” and the highly anticipated “Mudbox Advanced Concepts” training videos, visit: <http://www.kurvstudios.com/mudbox/>
- To learn more about training materials offered by Gnomon Workshop, visit: <http://www.thegnomonworkshop.com/dvds/zpe02.html>

What platforms does Mudbox support?

Mudbox is currently available on the Microsoft® Windows® XP 32-bit operating system.

Will the acquisition impact planned releases of any Skymatter or Autodesk products?

Autodesk does not anticipate any changes with respect to planned product releases from either company, including the Autodesk Mudbox, Autodesk 3ds Max and Autodesk Maya products.



Are there areas of duplication in Autodesk’s and Skymatter’s product lines? If so, how will they be addressed?

The Mudbox software’s brush-based modeling workflow and tools are unique. Skymatter and Autodesk have product lines that are largely complementary. Many entertainment customers deploy products from both companies, and have chosen them because of how suited they are to addressing specific production needs.

What is the future direction of Autodesk’s product portfolio?

By offering a more complete set of technologies for the film, television, game and design segments, Autodesk will offer customers the chance to adopt integrated solutions from a single vendor, simplifying everything from training to upgrades. This means greater efficiencies, faster time to market or project completion, and less time from the conception of an idea to its realization.

There has already been talk about Mudbox version 2. When will it be available and what are the features?

Autodesk expects to accelerate the pace of Mudbox innovation. The Mudbox product team’s priority is to continue developing a standalone version of Mudbox. They will also work to achieve greater interoperability between the Mudbox toolset and 3ds Max and Maya. As of this time, Autodesk has not publicly announced development details or availability of a Mudbox version 2 release.

Will Mudbox continue to be a standalone product?

Yes.

Will Mudbox technology find its way into any of the other Autodesk 3D products?

As of this time, there are no new product announcements pertaining to the Autodesk 3D portfolio.



CUSTOMERS AND PARTNERS

How will customers benefit from this acquisition?

Many customers are using Mudbox to model and sculpt 3D assets, which are then imported into Autodesk 3ds Max or Maya for texturing, rigging, animation, and/or final rendering. With the addition of Mudbox, Autodesk intends to offer streamlined workflow and tighter integration, equipping customers with more complete pipelines.

Will Autodesk continue to support existing Skymatter customers? Who should customers call to purchase Skymatter products or get customer service?

Existing Skymatter customers are encouraged to email mudboxsales@autodesk.com to inquire about Skymatter products and services.

- Customers who have purchased Skymatter Gold Support for their Mudbox product may contact Autodesk Support by submitting an email to mudboxsupport@autodesk.com.
- Customers wishing to purchase Mudbox or purchase maintenance for their Mudbox product may do so by visiting <https://mudbox3d.com/buy.php>. Please note, Mudbox maintenance is governed by the Autodesk Subscription Terms and Conditions found at: www.autodesk.com/terms-mudbox.

Autodesk is many times larger than Skymatter. Will Skymatter customers get lost in the multitude of customers Autodesk serves?

Many Skymatter customers are already customers of Autodesk. Autodesk is fully committed to welcoming all Skymatter customers with the kind of support and relationships that all Autodesk customers have come to expect.

How is Mudbox sold? Where can I purchase Mudbox?

Mudbox is sold via electronic distribution with purchases made online. Autodesk will be working with its channel partners in order to provide customers with more purchasing options in the future. To purchase Mudbox, visit <https://mudbox3d.com/buy.php>.

How can I find more information about this announcement?

You can find more information about this transaction by visiting www.autodesk.com/skymatter.

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