

## AUTODESK- SOFTIMAGE FREQUENTLY ASKED QUESTIONS (FAQs)

### GENERAL

**Q1: What is Autodesk announcing?**

A1: On October 23, 2008, Autodesk, Inc. announced that it has signed an agreement to acquire substantially all of the 3D animation assets of Softimage Co., a Canadian-based subsidiary of Avid Technology, Inc. Autodesk anticipates that the acquisition will be completed in November 2008.

**Q2: What does Autodesk do?**

A2: With nine million users, Autodesk (NASDAQ: ADSK) is a world leader in 2D and 3D design software for the media and entertainment, manufacturing, building and construction markets. For additional information, visit [www.autodesk.com](http://www.autodesk.com).

**Q3: What does Softimage do?**

A3: For more than 20 years, Softimage has been developing leading-edge 3D animation software that is used by professionals in the games, television and film markets. Softimage is a part of Avid Technology, a leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. For additional information, visit [www.avid.com](http://www.avid.com) and [www.softimage.com](http://www.softimage.com).

**Q4: Why is Autodesk acquiring Softimage?**

A4: Autodesk was presented with the opportunity to acquire Softimage's state-of-the-art 3D animation technology as well as hire members of the highly experienced, world-class product development team. Softimage's technology complements Autodesk's digital entertainment and visual communications offering. It is hoped that this acquisition will promote Autodesk's growth in the fast-growing games market, and accelerate its strategy to deliver real-time, interactive 3D authoring tools for games, film and television. As well, it is hoped that the acquisition will broaden the appeal of Autodesk products into the hobbyist/game 'modder' segment.

**Q5: How much is Autodesk paying to acquire Softimage?**

A5: Autodesk is paying approximately \$35 million.

**Q6: Why is Autodesk investing in acquisitions during the weakening economic environment?**

A6: Autodesk's financial management is sound. While we are diligent in managing our business to meet the fiscal challenges of the current economic situation, we are also investing in opportunities to drive long-term growth.

**Q7: How does the acquisition benefit Autodesk customers?**

A7: It is the expectation that this acquisition will enable Autodesk to offer customers more complete and efficient end-to-end games, film and television pipelines. Also, it is hoped that the acquisition will accelerate Autodesk's effort to build the next-generation of real-time, interactive 3D authoring tools.

**Q8: How does the acquisition benefit Softimage customers?**

A8: We expect Softimage customers to also benefit from more complete and efficient end-to-end games, film and television pipelines. The Softimage product line will benefit from Autodesk's scale and research and development (R&D) investment capabilities, providing new opportunities for innovation and interoperability.

**Q9: Where can I find more information?**

A9: For more information please visit the Autodesk website at [www.autodesk.com/softimage](http://www.autodesk.com/softimage).

## PRODUCTS / SOLUTIONS

**Q10: What Softimage products is Autodesk acquiring?**

A10: Autodesk intends to acquire and plans to continue developing the following Softimage products:

- SOFTIMAGE®|XSI® software, including XSI Essentials, XSI Advanced, XSI Academic, XSI Mod Tool and the XSI software development kit (SDK). XSI is a production-proven 3D animation software solution for games, film and television digital entertainment creation. It offers a complete 3D modeling, animation, rendering and development environment.
- SOFTIMAGE®|Face Robot® software, which enables the 3D creation of life-like human facial animation quickly and easily, simplifying a traditionally highly complex and time consuming animation task.
- SOFTIMAGE®|Cat™ software, an advanced character animation system that is a plug-in for Autodesk 3ds Max software, is intended to be integrated into the Autodesk® 3ds Max® software product line.
- SOFTIMAGE®|Crosswalk, an interoperability solution, is intended to be integrated with Autodesk's interoperability technology.

**Q11: Will Softimage products continue with the same release schedules?**

A11: At this time we do not anticipate changing our product development processes.

**Q12: Doesn't SOFTIMAGE|XSI offer similar functionality to other Autodesk Media & Entertainment products such as Maya® and 3ds Max®? Will you merge or discontinue any of these products?**

A12: Autodesk intends to continue offering customers the choice of all three products. In many ways these are complementary products. Many of our customers use combinations of the three products, depending on their specific needs and preferences. Autodesk is committed to maintaining product choice once the acquisition is completed.

## COMPANY ORGANIZATION

**Q13: How will Softimage be integrated into Autodesk?**

A13: Upon completion of the acquisition, the Softimage team members will be fully integrated into Autodesk Media & Entertainment and Autodesk Consulting.

**Q14: Autodesk and Softimage have offices in the same cities. What does that mean?**

A14: Both Softimage and Autodesk Media & Entertainment are headquartered in Montreal, Canada and are part of the same tight-knit local 3D graphics community. Autodesk intends to continue growing its Montreal-based R&D team into a world-class center of excellence, leveraging the city's strong local expertise in computer graphics and 3D animation.

**Q15: Will there be layoffs within Softimage or Autodesk as a result of this acquisition?**

A15: When two companies come together there is usually some duplication of functions. While there may be some cost savings through integration, the primary driver for this acquisition is the growth of Autodesk's media and entertainment business and the ability to better serve customers.

## CUSTOMERS AND PARTNERS

**Q16: What benefits will customers see in combining the product lines?**

A16: We intend to provide customers with greater choice and greater efficiencies in their production pipelines. Autodesk plans to create more efficient workflows between SOFTIMAGE|XSI and its other software products, using the power of the platform-independent Autodesk® FBX® software 3D data interchange solution. Autodesk plans to develop and maintain SOFTIMAGE|XSI, its 3ds Max and Maya animation software products and its other animation offerings. Customers will still have choice and a broader range of functionality when selecting their 3D animation tools. They will also benefit from the depth and breadth of the Autodesk 3D development team.

**Q17: Will Autodesk continue to support all Softimage customers?**

A17: Yes. Once the transaction is closed, Autodesk is committed to supporting all existing Softimage customers through our combined product offerings, channel partners, worldwide support organizations and consulting businesses.

**Safe Harbor Statement**

This document might contain forward-looking statements that involve risks and uncertainties, including statements regarding the impact of the acquisition on Autodesk's product offerings and the performance of its business. Factors that could cause actual results to differ materially include the following: difficulties encountered in closing and integrating the Softimage business; whether certain market segments grow as anticipated; the competitive environment in the software industry and competitive responses to the acquisition; and whether the companies can successfully develop new products or modify existing products and the degree to which these gain market acceptance.

Further information on potential factors that could affect the financial results of Autodesk are included in the company's annual report on Form 10-K for the year ended January 31, 2008 and Form 10-Q for the quarter ended July 31, 2008,, which are on file with the Securities and Exchange Commission.

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