

## Autodesk Completes Acquisition of Softimage

*Interview with Marc Stevens, General Manager of Softimage, and Marc Petit, Senior Vice-President, Autodesk Media & Entertainment*

December 21, 2008 - 02:03

Autodesk announced that it has completed the acquisition of substantially all of the assets of Softimage - a developer of 3D technology for the film, television and games markets - for approximately \$35 million. On October 23, 2008, Autodesk announced it had signed a definitive agreement to acquire Softimage from Avid Technology, Inc.

"We welcome Softimage customers, strategic partners and employees to Autodesk," said Marc Petit, senior vice president, Autodesk Media & Entertainment. "This acquisition brings advanced 3D tools to our entertainment portfolio; tools that are known and loved by the 3D entertainment community. With production pipelines becoming entirely digital, and the convergence between games, film and television content, this acquisition is expected to complement and accelerate Autodesk's work in building real-time, interactive 3D authoring tools."

Petit added: "I'd like to reiterate that we plan to maintain and grow the Softimage product line, while doing the same with our existing 3D animation, modeling and rendering software products. Marc Stevens, former general manager of Softimage, has joined my management team. I look forward to working with him and the talented Softimage product and business teams to evolve the Softimage products' capabilities."

### Softimage Product, Brand and Online Store

Autodesk intends to sell standalone versions of both the SOFTIMAGE|XSI and SOFTIMAGE|Face Robot 3D software products, and intends to continue developing these products. The SOFTIMAGE|Cat character animation system is a plug-in for Autodesk 3ds Max software and is expected to be integrated into the Autodesk 3ds Max product line. The SOFTIMAGE|Crosswalk interoperability solution is intended to be integrated with Autodesk's own interoperability technology.

Autodesk plans to continue to use the Softimage trademark, and the Softimage brand will become part of the Autodesk brand identity. While there are no immediate changes to the names of Softimage products, Autodesk intends to make changes to product branding with the next software releases.

The Softimage online store is temporarily offline, in order for Autodesk to integrate it with Autodesk's online store. Within a few weeks, Autodesk expects to make Softimage products available online for customers based in the United States. Over time, Autodesk intends to add Softimage products to its e-stores for all regions where other Autodesk products are sold online.

More Information at: [www.autodesk.com/softimage](http://www.autodesk.com/softimage). Image and Video Courtesy of Autodesk Inc.