

NEWS FLASH

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SIGGRAPH 2011: Autodesk Software Powers Modern Production Pipelines

Connect With Autodesk Live in Vancouver or Virtually on AREA

SAN RAFAEL, Calif., July 28, 2011 — During SIGGRAPH 2011, [Autodesk, Inc.](#) will showcase its [Digital Entertainment Creation](#) (DEC) technology both in Vancouver (booth #429, West Building), and on AREA at area.autodesk.com/siggraph2011. Presentations by experts from Autodesk and industry leaders — including Pixar Animation Studios, Electronic Arts and Microsoft — will demonstrate how Autodesk's modern pipeline solutions help artists create more believable characters, tell better stories and deliver more realistic results. Follow Autodesk at SIGGRAPH on Twitter at www.twitter.com/autodesk_me, hashtag ADSKSIGG, and on Facebook at www.facebook.com/autodeskME.

Autodesk would like to thank its strategic booth partners [HP](#) and [NVIDIA](#), as well as its technology partner [Fusion-io](#). Autodesk would also like to thank its strategic virtual event partners [HP](#) and [NVIDIA](#).

Modern Pipeline Demonstrations & Presentations

At the Autodesk booth #429, Autodesk and a variety of guests will offer modern pipeline demonstrations and presentations on a number of new production techniques and topics:

- Virtual production techniques for larger-scale productions, as well as low-budget projects with Microsoft Kinect
- Redimensionalization of planar (2D) imagery for stereographic projection
- 3D motion graphics workflows in conjunction with Adobe and Autodesk Smoke 2012
- Advanced games authoring, featuring Project Skyline real-time, interactive character animation with live linking to the game engine

Guest presentations will be offered by Jay Shuster (Pixar Animation Studios); Kevin Wittkopf and Geoff Richardson (Microsoft Kinect/Triangle Productions); Nolan Murtha and Richard Baneham (Lightstorm Entertainment); Chris Edwards (The Third Floor Inc.); Frederick Fowles (Rainmaker Entertainment); Jeremy McCarron, Brad Oleksy and Troy Thibodeau (Electronic Arts); Justin Denton (HALON Entertainment); and Damian Nenow (Platige Image Film Studio). Autodesk and NVIDIA will also co-present a future technology demonstration of cloud-based rendering services.

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SIGGRAPH on AREA

Beginning Aug. 9, Autodesk will also offer virtual SIGGRAPH activities on [AREA](#), the Autodesk digital entertainment and visualization community, at area.autodesk.com/siggraph2011. This will include AREA TV programming, with live streaming of booth presentations, free Autodesk MasterClasses and interviews with industry experts from the show floor — offered in conjunction with Animation World Network.

Education & Training

The following four free online MasterClasses will be available on AREA during and after SIGGRAPH:

- Using 3ds Max in the Realm of Visual Effects, by Joe Gunn, 3D visual effects artist and trainer, Joegunn3d
- Next-Gen 3D Head Creation: Modeling, Rigging and Animation with the Entertainment Creation Suite, by Laurent M Abecassis, president, Di-O-Matic, Inc.
- Live Animation Binding, by Mark Jackson, lead technical supervisor, Eurocom Entertainment
- Animating Animals: Tips and Tricks to Animating Believable Animal Characters in a Live Action Feature, William Groebe, animation supervisor, Tippett Studio

Autodesk will also host a number of [previously announced](#) events for students and educators. Visit the [Education and Training page](#) on AREA for more information.

SketchBook Creations

Throughout the show, Autodesk will also display art created with [Autodesk SketchBook software](#) on the Autodesk AREA page and at the Autodesk booth. SketchBook creations may be submitted to sketchbook.submit@autodesk.com. To learn more, visit AREA at autodesk.com/siggraph2011.

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