

# MEDIA ALERT

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## Visit Autodesk at Game Developers Conference 2011

**Overview:** [Autodesk, Inc.](#) — together with support from [HP](#), [Intel](#) and [NVIDIA](#) — will be exhibiting at the Game Developers Conference (GDC) in San Francisco, March 2–4, 2011. Autodesk will showcase its solutions for game development, with a preview of future technology for interactive content authoring, as well as demonstrations of its latest [art creation and middleware tools](#). Attendees will have the opportunity to meet one-on-one with Autodesk product specialists and learn from industry experts during 10 Autodesk sessions, as well as through booth presentations by Eidos-Montreal, Ubisoft, Harmonix Music Systems, Inc. and Danger Close Games, an EA company. Those not attending GDC in person can access presentations and interviews streamed from the show floor, free Autodesk MasterClasses and more, all on the AREA community site at [area.autodesk.com/gdc2011](http://area.autodesk.com/gdc2011).

### **Autodesk Booth Theater Presentations**

**What:** For the first time, Autodesk will offer public previews of “Project Skyline”\* at the company’s GDC booth theater. The content authoring prototype technology, currently in development at Autodesk, is intended to help bridge the gap between artists and the runtime engine. Autodesk will also provide demonstrations of its latest art creation tools and middleware tools, featuring the products in its [Entertainment Creation Suites](#), as well as [Autodesk Beast](#), [Autodesk Kynapse](#) and [Autodesk HumanIK](#) middleware. Industry leaders will also offer presentations at the Autodesk booth, highlighting how the company’s technology has been used to help create “Deus Ex: Human Revolution” (Eidos-Montreal), “Michael Jackson: The Experience” (Ubisoft), “Medal of Honor” (EA Danger Close Games) and “Rock Band 3” (Harmonix Music Systems Inc.).

**When:** March 2–4, 2011, during GDC show hours. Beginning March 1, 2011, the Autodesk theater schedule will be available at [area.autodesk.com/gdc2011](http://area.autodesk.com/gdc2011).

**Where:** Moscone South Convention Center, San Francisco, Autodesk booth #1424

### **Autodesk Expert Bar**

**What:** Autodesk will offer an expert bar where show attendees will have the opportunity to meet one-on-one with Autodesk product specialists to have their questions answered. To schedule a 15-minute meeting with an Autodesk expert, visit the Infodesk at Autodesk’s booth.

**When:** March 2–4, 2011, during GDC show hours

**Where:** Moscone South Convention Center, San Francisco, Autodesk booth #1424

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## **AREA Digital Entertainment and Visualization Community**

**What:** For those unable to attend the conference in person, Autodesk will offer GDC-related content on [AREA](#) — Autodesk’s digital entertainment and visualization community. This will include live streaming of booth presentations, interviews from the show floor, product demonstrations and free Autodesk MasterClasses. (NOTE TO EDITOR: AREA will also include a [press room](#) with Autodesk’s GDC 2011 press kit.)

**When:** Beginning March 2, 2011

**Where:** [area.autodesk.com/gdc2011](http://area.autodesk.com/gdc2011).

## **Free Autodesk MasterClasses**

**What:** For GDC, Autodesk will offer three free online MasterClasses:

- “Next-Gen 3D Head Creation: Modeling, Rigging and Animation in Autodesk Entertainment Creation Suite,” led by Emmy-award winner and training specialist Laurent M. Abecassis
- “Creating QT Interfaces for Maya and MotionBuilder,” led by David Coleman, senior CG supervisor at Electronic Arts Canada
- “Cross-Platform Animation Pipeline at Behaviour Interactive Studios,” led by Marc Beaudoin and Martin Poirier from Behaviour Interactive

**When:** Beginning March 2, 2011

**Where:** MasterClasses will be available exclusively online at [area.autodesk.com/gdc2011](http://area.autodesk.com/gdc2011).

## **Autodesk’s Sessions**

**What:** The following Autodesk sessions will be offered:

- [Kynapse 7.5 Pathfinding Data Structures, from Multicore Generation to SPU Usage](#)
- [Data Management for Modern Game Pipelines \(DNA Framework\)](#)
- [Oh my...Maya is Qt!](#)
- [Exploring the Maya Entertainment Creation Suite](#)
- [3ds Max Tips & Tricks](#)
- [Take Your Lighting Tools to the Next Level with Autodesk Beast 2012](#)
- [Debugging Python into Maya](#)
- [Introduction to 3ds Max Customization and Plug-in Development](#)
- [Introduction to Maya Dependency Graph Programming](#)

**When/Where:** Session dates and times are available on the GDC website at [schedule.gdconf.com/session](http://schedule.gdconf.com/session).

Click the session titles above for more information.

\*We may make statements regarding planned or future development efforts for our existing or new products and services. These statements are not intended to be a promise or guarantee of future delivery of products, services or features but merely reflect our current plans, which may change. Purchasing decisions should not be made based upon reliance on these statements. The Company assumes no obligation to update these forward-looking statements to reflect events that occur or circumstances that exist or change after the date on which they were made.

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