

autodesk®

Wireless Data Solutions

Platform. Applications.
Expertise.





You need a platform for deploying location-sensitive applications.
 You need applications that build customer loyalty, bring in new subscribers, and generate more revenue.
 You need expertise to help you integrate wireless location services with your existing infrastructure.
 And you need it all today.

Platform. Applications. Expertise. Your subscribers, your brand, your offerings—and your revenues.

From cell phones and PDAs to the latest mobile devices, the message is coming through loud and clear: Customers want wireless data services that are relevant to their location. For wireless carriers and network operators, this demand represents a substantial revenue source and a means to stay competitive. You need to tap into this market; that decision is easy. The challenge lies in finding the right partner to help you realize the market potential of location-sensitive services—a partner with innovative technology backed by solid business experience and a broad community of application and content developers.

Autodesk Location Services provides proven technology so that you can quickly and reliably offer location-sensitive wireless data services to your subscribers. We offer a **solid platform**, a complete suite of **market-ready applications**, and more than 20 years of software development and business **expertise**. In this fast-growing, fast-moving business, our technology and experience translate into your competitive advantage.

Profit from a compelling business opportunity

Location services will earn up to 1 billion euros in 2002 and grow to represent over 40 percent of

operators' mobile data services revenues by 2007, according to the ARC Group.

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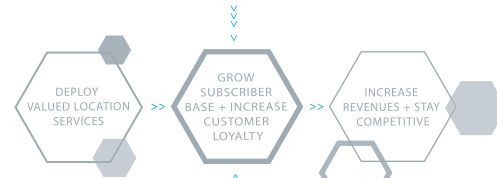
Add value with location-relevant information

A recent survey of U.S. wireless users ranked location services highest in terms of consumer interest, with

personalized traffic information coming in second, according to International Data Corporation.

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How can you increase your revenue with minimal risk?



01 Start with a platform that's scalable, reliable, and secure.

02 Add customizable applications that differentiate your brand.

03 Offer personalized services that breed subscriber loyalty.

Wireless Data Solutions



Autodesk LocationLogic

▶ **PLATFORM**

Founded in 1982, Autodesk, Inc., is the world's leading design software and digital content company. Autodesk offers solutions for professionals in building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering progressive products and services, Autodesk helps customers create, manage, use, and maximize the value of their digital data throughout the life cycle of their projects. A solid company with the right technology, tools, and partnerships, Autodesk is the ideal choice to help you realize the potential of location-enabled wireless data services.

A Foundation for Location Services

Building on Autodesk's core strengths in mapping, visualization, and location analysis, Autodesk® LocationLogic was designed from its inception to meet the specific requirements of wireless carriers and network operators. The platform offers reliable processing of high transaction volumes, provides real-time data communications, and supports all the most popular end-user devices, such as mobile phones, PDAs, and laptops. With a J2EE-compliant multitier architecture, Autodesk LocationLogic aggregates, integrates, and manages user-specific data, geographic content, and location-sensitive information. So real-world, high-value applications can be deployed quickly and cost effectively.

Designed for Wireless Carriers

Location-enabling your wireless data services is necessary to stay competitive. But it's not an easy task. You need software that can integrate into your existing infrastructure. Software that is scalable, reliable, secure, and carrier-grade. You need a platform that is proven, from a partner with the expertise and longevity to ensure your deployment is a success. Autodesk LocationLogic is a proven platform that integrates the technologies, content, and services you need to location-enable your service offerings today.

Open Environment for Developers

Autodesk LocationLogic uses standards-based application programming interfaces (APIs) and protocols to ease integration and lower the cost of application development. This also makes it easy to extend today's wireless data services into the future as technology evolves and customer requirements change. And because Autodesk LocationLogic handles the complexities of network integration, content management, and application integration, developers can focus on creating revenue-generating applications.

Valuable Applications for Subscribers

Growing your subscriber base and increasing airtime traffic are sound business strategies, but volume alone is not enough to stay competitive. You need to add value to your wireless data services. With Autodesk LocationLogic as the platform, you can offer your subscribers applications with the added value of location information. Subscribers can find businesses and get directions, receive alerts on traffic conditions, and locate nearby friends and colleagues, all from the convenience of a mobile device. These location-sensitive services drive usage and revenue, while attracting new subscribers and enhancing customer loyalty.

Company Location

Ericsson
Worldwide—Headquartered in Stockholm, Sweden
Business
Largest provider of mobile systems in the world

Challenge

Provide market-ready applications to carriers that appeal to subscribers as part of total network solution

Solution

Autodesk LocationLogic, location-enabled Short Message Service (SMS)

Results

- Value-added services to increase loyalty and usage among mobile subscribers
- Use of existing network infrastructure investment to augment SMS revenue stream
- Protection of confidential network information

Satisfaction

"We see tremendous opportunity for wireless operators to accelerate their SMS revenues quickly by adding location-based services. Working with Autodesk Location Services, we offer a solution that will promote an increase in SMS traffic and airtime, service differentiation, and customer loyalty—all while leveraging operators' existing investments in their network infrastructure."

Paolo Colella
Internet Solutions Director
Ericsson Telecomunicazioni, Italy

Autodesk® Business Connect

Find hotels, banks, gas stations, and other businesses when and where you need them.

Autodesk® Entertainment Connect

Find movies, restaurants, museums, and other entertainment venues in your area.

Autodesk® Friend Connect

Combine messaging and mapping to easily find nearby friends and colleagues.

Autodesk® Directions Connect

Generate and send directions and view maps to help you save time, gas, and effort.

Autodesk® Traffic Connect

Get up-to-the-minute traffic alerts relevant to your route.

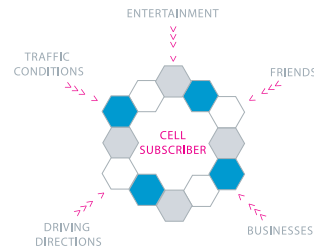
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How can you get to market fastest?



04

Deploy off-the-shelf applications that emphasize ease of use and reliability.

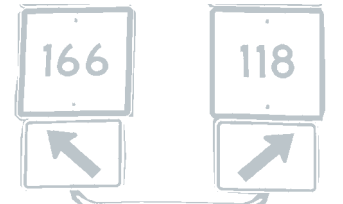


05

Provide SMS, email, favorites, buddies, history profiles, mapping, and more.

06

Integrate location-enabled services with your existing infrastructure.



Autodesk Location Connect

► APPLICATIONS

“We firmly believe that to be successful, wireless data services must be localized, personalized, and actionable. Autodesk Location Connect integrates these key characteristics and opens the door to much richer, more dynamic location-sensitive applications.”

Eli Rosner
Chief Technology Officer,
Autodesk Location Services

Localized

The value of information is much greater when it's relevant to where you are. A traffic alert for congestion just two miles ahead, for example, is much more valuable than an alert for the traffic jam you passed 10 minutes ago. And if you're looking for a place to get coffee, you'd much rather have directions to the place around the corner than the one across town. It's a small world, and location-sensitive information helps keep it that way.

Personalized

Personalization features make applications even more valuable to subscribers. With the Autodesk® Location Connect suite of applications, personalization includes setting display preferences, managing “buddy lists,” bookmarking favorite venues, scheduling traffic alerts, and customizing privacy settings. Personalization features enhance subscriber loyalty and make customers less likely to switch to another carrier.

Actionable

Location information relevant to the individual is important, but it has to arrive while there's still time for action. For example, Autodesk Traffic Connect provides up-to-the-minute traffic reports via WAP (wireless application protocol) and SMS, so subscribers can alter their route to avoid traffic jams. Autodesk Friend Connect enables users to send text messages and locate friends and colleagues while they are still in the area. Actionable information is more valuable to the subscriber and can lead to more revenue for your business.

Complete Suite with Off-the-Shelf Convenience

Autodesk Location Connect is the fastest way to give your subscribers a variety of easy-to-use location services. The entire application suite is ready to deploy, with easy integration into your existing infrastructure. And all applications are suitable for both your mobile consumer and enterprise customers.

Easily Integrate Future Applications into Your Offerings

As developers continue to launch innovative applications, you can easily add new offerings. In addition to location-enabled SMS and MMS (multimedia message service), potential applications include mobile gaming and entertainment, fleet management, field service, security, emergency response, and personal safety. As the popularity of location services continues to grow, so does your revenue potential.

Company Location Business

Telecom Italia Mobile (TIM)
Rome, Italy
Wireless carrier with 43 million subscribers worldwide

Challenge

Provide more responsive service to rapidly expanding customer demand

Solutions

Autodesk LocationLogic and Autodesk Location Connect, customized and private-labeled

Results

- Improved subscriber productivity and convenience by offering personalized location services
- Increased network usage and subscriber revenues
- Built customer loyalty
- Strengthened market position by offering value-added wireless data services

Satisfaction

“Autodesk Location Services was selected to join us in this important initiative based on their expertise in location-based services as evidenced by innovative services, as well as the company's deep knowledge of the enterprise market and its needs.”

Roberto Pellegrini
TIM Business Division Director

Autodesk Location Services customer Telecom Italia Mobile (TIM) supports over 43 million subscribers worldwide.

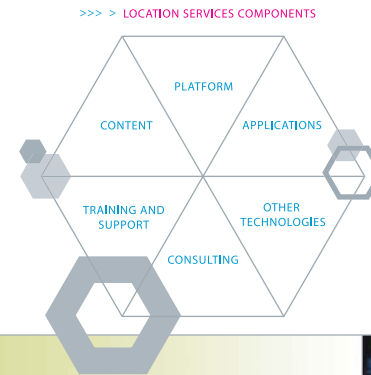
▶ www.autodesk.com

Autodesk Location Services partner Nokia claimed 35 percent of the global wireless

market in 2001 with over \$31 billion in sales.

▶ www.autodesk.com

Who is going to help you succeed?



07
Autodesk Location Services provide professional implementation and support.

08
Third-party developers provide new and innovative applications.

09
Strategic partnerships provide content, technology, and comarketing opportunities.



Autodesk Location Services

▶ EXPERTISE

The Complete Solution

Autodesk LocationLogic is the platform. Autodesk Location Connect provides the applications. And Autodesk Location Services offers the expertise to help you implement your project quickly and successfully. Autodesk has established strong partnerships to bring you supporting technology and content. Relationships with third-party developers ensure a constant flow of new and innovative applications. And Autodesk Professional Services can assist in your ongoing development with consulting, training, and support.

Strong Partnerships

Autodesk has joined its core strengths in GIS, mapping, and location technologies with leaders in the telecommunications industry worldwide. As an Application Partner of Telecom Italia Mobile, Autodesk helps serve location-enabling applications to over 43 million customers worldwide. Using Autodesk® technology, Ericsson added location sensitivity to its SMS offerings. Targa Services and Autodesk partnered to build an innovative, consumer-friendly telematics solution. Other technology and infrastructure partners include BEA Systems, Nokia, Openwave, and Sun. Autodesk content partners include Michelin, NavTech, Tele Atlas, and many more.

Third-Party Application Developers

Autodesk has a worldwide developer network serving a wide variety of businesses—including design, video gaming, mapping, and GIS—that support location services. Autodesk Location Services is helping developers quickly create and deploy innovative applications that take advantage of location information. Based on subscriber demands, you can partner with third-party developers to create new applications that cultivate customer loyalty and drive revenue.

Autodesk Professional Services

Consulting, training, and support can prove beneficial to your implementation and for ongoing maintenance and enhancements. Autodesk professionals have in-depth product knowledge and industry experience to help integrate location-sensitive applications with your existing systems for user management, billing, and other vital back-office operations. We can also help you in the assessment and planning stages, and assist with complex customization projects. Whatever your requirements, Autodesk Professional Services helps you achieve the highest possible return on your technology investment.

Company

Location Business

Challenge

Solutions

Results

- Developed a next-generation telematics solution that offers a wide range of personalized location-based navigation and concierge services, available in selected Alfa Romeo, Fiat, and Lancia vehicles
- Differentiated automotive offerings, developed a new means of strengthening relationship with customers, and created a new source of consumer revenue after cars roll off the show room floor
- Expanded into new markets and grew after-market revenues from subscriber fees and commerce transactions
- Positioned company to rapidly expand its service offerings

Targa Services

a division of Fiat Auto
Turin, Italy
Technology division of Global 100 industrial group
Provide innovative, consumer-friendly services to help Fiat Auto companies stay competitive
Autodesk LocationLogic and Autodesk Location Connect, customized and private-labeled

“Ultimately, our decision to partner with Autodesk was based on their proven technology and commitment to leading the location services market.”

Edoardo Coletti
Director of Business Integration
Targa Services

Contact

Market-ready applications that create fresh revenue streams. Developer-friendly technology you can customize and deploy quickly. And an experienced business partner you can trust. Autodesk Location Services has the platform, applications, and expertise to help you make the most of an extraordinary market opportunity.

Visit www.autodesk.com/locationservices for more information.



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