

# Questions and Answers

This document contains information about Autodesk® Flame® Premium 2012 software.

## Contents

### 1. Introducing Flame Premium

1.1 What is Flame Premium? .....	2
1.2 Why did Autodesk introduce a new high-end Creative Finishing product? .....	2
1.3 What are some of the challenges facing high-end post? .....	2
1.4 How does Flame Premium help expand creative capacity in high-end post? .....	2
1.5 How does Flame Premium enable production efficiency? .....	2
1.6 Why choose Flame Premium over other applications or workflows? .....	3
1.7 How is Flame Premium different from other Creative Finishing products? .....	3
1.8 If I buy Smoke Advanced, will I have access to Flare and the full Flame Action and Batch creative toolset from the timeline? .....	3
1.9 How does Flame Premium change the high-end market? .....	3

### 2. Licensing

2.1 How is the Flame Premium license different from other creative finishing software licenses? .....	4
2.2 What type of license will customers receive? .....	4
2.3 What is a network license? .....	4

### 3. Subscription & Support

3.1 Can I buy Flame Premium with Autodesk Subscription? .....	4
3.2 What happens to my existing Subscription contract if I cross-grade to Flame Premium? .....	4
3.3 What is included with Flame Premium Subscription? .....	5
3.4 Will I be able to run Flame Premium on my existing hardware? .....	5
3.5 What hardware is certified? .....	5
3.6 Why isn't Lustre certified on the HP 9400? .....	6
3.7 I own an HP 9400 workstation. Why should I cross-grade to Flame Premium? .....	6
3.8 Where can I find out more about the value of Flame Premium? .....	6

# 1. Introducing Flame Premium

## 1.1 What is Flame Premium?

In September 2010, Autodesk launched a new offering of its creative finishing products. This new offering brings together the real-time color grading of Autodesk® Lustre® software, the timeline finishing workflow of Autodesk® Smoke® Advanced software, and renowned 3D visual effects of Autodesk® Flame® software under a single brand: **Autodesk® Flame® Premium software.**

Flame Premium is the most cost-effective way for current and new customers to add Autodesk® Flame®, Autodesk® Smoke® Advanced and Autodesk® Lustre® software. Artists can launch any one of these tools at a time giving them access to Autodesk's best finishing tools - all on one workstation.

## 1.2 Why did Autodesk introduce a new high-end Creative Finishing product?

Autodesk designed Flame Premium to help meet the needs of an evolving post industry where tighter budgets, shorter deadlines and client's expectations for full-service creative offerings require maximizing ROI in every suite. As a single license for Flame, Smoke Advanced and Lustre, Flame Premium provides artists with the full set of Autodesk creative finishing tools to face tough artistic challenges. For high-end facilities, Flame Premium offers a way to cost-effectively differentiate and increase per-seat revenue with a broader range of services in each finishing suite that will help keep more of every job in house.

## 1.3 What are some of the challenges facing high-end post?

It is becoming increasingly difficult for high-end facilities to maintain premium rates for individual finishing services. Creative budgets for advertising are shrinking or being split between traditional television and online outlets. In particular, color grading and visual effects are converging as clients seek an efficient way to spend their creative budgets, and facilities offering stand-alone services may have trouble keeping dedicated suites booked as agencies look for one-stop creative services. Facilities that want to maintain a position in the high-end of finishing are being forced to build more efficient and robust creative solutions to offer full-service creative finishing in efficient workflows without adding to overhead or extending time to completion.

## 1.4 How does Flame Premium help expand creative capacity in high-end post?

With the Flame Premium license, three of Autodesk's best finishing tools are available on a single workstation. Artists can launch any one software product to access the right tool for the task at hand. With Flame Premium, there's no need to compromise your creative tools to have full-service creative finishing at your fingertips.

## 1.5 How does Flame Premium enable production efficiency?

Flame Premium leverages Autodesk's proven and powerful interchange workflow between real-time color grading applications. Each creative application can access and share a single set of data and a unified timeline making it easier to move between color and visual effects tasks without duplicating media or losing metadata. Facility owners can build flexible suites that can be quickly repurposed to offer grading or visual effects finishing, or both, on a per-job basis. With Flame Premium, facilities will have access to more tools, more creative capacity and more of the professional and creative finishing advantage that the Flame name brings.

**1.6 Why choose Flame Premium over other applications or workflows?**

Autodesk has made creative collaboration between grading, visual effects and timeline finishing a hallmark of its finishing workflow. And Flame Premium offers high-end facilities an opportunity to capitalize on the renowned Flame brand while maintaining their competitive advantage with Flame Premium – full-service creative tools in a more efficient workflow to help meet clients' expectations.

**1.7 How is Flame Premium different from other Creative Finishing products?**

Flame Premium offers Autodesk's optimized workflow and all of Autodesk's best finishing tools as a single license, on a single workstation, helping artists deliver their work.

Flame Premium also features an exclusive creative workflow where the full Flame Action and Batch creative toolset is available in the Smoke Advanced timeline. With Flame Premium, artists can choose the workflow that works best for them: unlimited access to the renowned Flame 3D creative toolset from either the Flame desktop or Smoke Advanced timeline.

The Autodesk Flare software-only creative companion is available with Flame Premium – enabling customers who cross-grade from Smoke Advanced, Flint and Lustre to add Flare to their workflow.

And with Lustre for real-time color grading, artists can more easily move between visual effects and color finishing with multi-layer timeline interchange and no-hassle data management. Strong interoperability between grading and effects applications makes it easier to manage projects that include both visual effects and color grading.

**1.8 If I buy Smoke Advanced, will I have access to Flare and the full Flame Action and Batch creative toolset from the timeline?**

No. Access to the full Action and Batch creative toolset within the Smoke Advanced timeline workflow and Flare are benefits of Flame Premium.

**1.9 How does Flame Premium change the high-end market?**

Autodesk's flagship product Flame helps artists handle the workload and pressure of high-end post like no other solution out there, as well as meet the challenges of long director-attended sessions with highly involved clients. Flame Premium takes the next step by introducing a new high-end finishing option that combines the superior creative toolset of Flame with real-time color grading and editorial finishing. With an established brand, Autodesk's best tools for the best artists, and industry-leading interoperability between color and 3D visual effects, Flame Premium is Autodesk's ultimate finishing toolset for high-end post.

## 2. Licensing

### **2.1 How is the Flame Premium license different from other creative finishing software licenses?**

The Flame Premium license is a single license that provides customers with access to Flame, Smoke Advanced and Lustre for use on a single workstation. One application will be able to be run at a given time.

### **2.2 What type of license will customers receive?**

Just like Flame, Smoke, and Lustre, Flame Premium will be sold with a node-locked license. However, Autodesk® Subscription customers will be able to access Media & Entertainment Creative Finishing EDGE to acquire a network license.

### **2.3 What is a network license?**

A network license allows one or more Flame Premium licenses to be assigned by a license server (up to the number of purchased licenses). Subscription customers can install the network license on a server and install Flame Premium on multiple workstations for flexible deployment. Artists will then be able to run Flame Premium on their workstations with the maximum number of concurrent users equal to the number of purchased licenses. For more information on license server installation and configuration, refer to the *Autodesk Creative Finishing 2012 Installation and Configuration Guide for Linux Workstations*.

## 3. Subscription & Support

### **3.1 Can I buy Flame Premium with Autodesk Subscription?**

Yes, Flame Premium is available with Autodesk® Subscription.

### **3.2 What happens to my existing Subscription contract if I cross-grade to Flame Premium?**

Customers holding subscription contracts will be able to transfer one or all licenses to Flame Premium. Autodesk Subscription customers will not have to purchase a new subscription contract for their licenses until their existing Autodesk Subscription contract expires as per the Autodesk Subscription Cross-Grading Policy.

### 3.3 What is included with Flame Premium Subscription?

Autodesk® Subscription helps customers get the most out of Flame Premium software

**Low total cost of ownership:** Subscription is a cost-effective way to keep your Autodesk software up-to-date. For an annual fee, you'll receive any upgrades released during your Subscription term, so you not only have the latest features, but also technical support and extensions.

**Product Enhancements:** Subscription software extensions for Subscription customers give you early access to the latest software technology.

**Immediate access to upgrades:** Whether you're entitled to a full product upgrade or a Subscription software extension, you'll never have to wait for a box shipment again. As a Subscription customer, in most countries you can download new software as soon as it is available.

**Network License for Flame Premium software:** Only Autodesk Subscription customers can install a network version license and install Flame Premium on multiple workstations for flexible deployment.

**Unlimited Licenses of Autodesk Burn 2012 software**

**Access to the [Creative Finishing Edge](#) support portal:** With direct access to Support, Autodesk Subscription customers have the hotline and email support they need.

### 3.4 Will I be able to run Flame Premium on my existing hardware?

Yes. Customers will be able to cross-grade from Flame, Autodesk® Inferno® software, Autodesk® Flint® software, Smoke Advanced and Lustre to Flame Premium using existing certified hardware. However, to run all three software components of Flame Premium, the hardware must be certified to support Flame, Smoke, and Lustre. Flame Premium is fully certified on the HP z800 and HP 8600 workstations.

### 3.5 What hardware is certified?

The following is a table of certified hardware for Flame Premium.

Customer has...	Flame Premium	Compatible with....		
		HP z800	HP 8600	HP 9400
Flame	Flame	Yes	Yes	Yes
	Smoke	Yes	Yes	Yes
	Lustre	Yes	Yes	Not Certified
Smoke Advanced	Flame	Yes	Yes	Yes
	Smoke	Yes	Yes	Yes
	Lustre	Yes	Yes	Not Certified
Lustre	Flame	Yes	Yes	
	Smoke	Yes	Yes	
	Lustre	Yes	Yes	

### **3.6 Why isn't Lustre certified on the HP 9400?**

Starting with the Lustre 2009 release, Autodesk introduced the HP 8600 as a common platform for Flame, Smoke, and Lustre, making it easier for customers to expand their creative services on one workstation. Since then, Lustre, Flame and Smoke have also been certified on the HP z800 workstation. The HP 9400, certified with the 2008 releases of Flame and Smoke, was never certified for Lustre.

### **3.7 I own an HP 9400 workstation. Why should I cross-grade to Flame Premium?**

Flame, Flint and Smoke customers who cross-grade to Flame Premium will have exclusive access to the full Flame Action and Batch creative toolset from within both the Smoke Advanced timeline and the Flame desktop, as well as access to Flare – and when customers upgrade to the latest certified platform, they will gain access to Lustre. The HP 9400 can then be repurposed to run Flare.

### **3.8 Where can I find out more about the value of Flame Premium?**

To find out more about Flame Premium, contact your local Sales Representative or Authorized Reseller. You can also visit: [www.autodesk.com/flamepremium](http://www.autodesk.com/flamepremium).