

Top Reasons to Buy Autodesk Smoke 2012 for Mac OS X

Don't Just Edit. Finish.

Autodesk® Smoke® software brings all-in-one professional finishing to post-production workflows on the Mac®. By integrating the familiar timeline workflow of a non-linear editor with powerful tools for color correction, keying and 3D visual effects, Smoke empowers your editorial pipeline to help you consistently deliver your best creative work—without the headache of using multiple applications and plug-ins.

For more information about Smoke, visit www.autodesk.com/smokeformac and www.autodesk.com/smoke.

To locate the reseller nearest you, visit www.autodesk.com/reseller.

Modernize your post-production pipeline with Smoke

Inspire your clients to help them realize their creative concepts. By delivering outstanding finished results that consistently meet or exceed expectations – you can set yourself apart in a crowded post production market and build your business as a creative advisor that clients turn to for finishing their most challenging projects.

Autodesk® Smoke® 2012 software for Mac OS® X is a single application designed for Editorial Finishing. It provides production proven creative tools in a familiar editorial timeline workflow. The result is a powerful all-in-one finishing solution that helps you complete complex visual effects and deliver outstanding results on time and on budget. Smoke empowers your editorial workflow through support for the latest camera native formats and tight integration with popular non-linear editing applications. It helps reduce the need to rely on multiple applications and plug-ins with built-in tools for professional-level color correction, keying, and 3D compositing. By investing in Smoke you have the opportunity to build your creative reputation by taking on more challenging work and consistently delivering great creative results.



Image courtesy of WTHR-TV.

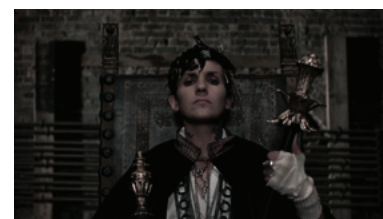


Image courtesy of Motor VFX.

1

Own the Creative

Meeting the demands of your clients requires a modern pipeline for finishing that includes a broad range of creative services from basic editorial to complex visual effects. You need a solution that lets your business grow as you move into the latest workflows – from finishing projects shot on high-res digital cameras to delivering cutting-edge stereoscopic 3D content. If you can consistently deliver outstanding finished results that exceed client expectations, you build a creative reputation that can turn first time clients into repeat business. With Autodesk Smoke, you can own the creative of any project with production proven Autodesk tools for editorial finishing.



Image courtesy of Volt Studios.

2

All-in-One Editorial Finishing

With Smoke you have the familiar timeline workflow of a non-linear editor and the powerful finishing tools you need in a single application. With built-in support for color correction, paint, keying, and advanced 3D compositing, you'll concentrate on delivering your best work - not managing labor-intensive workflows moving between multiple applications and plug-ins. The results? The production proven creative tools you need to stand out and the efficiency you need to be more profitable in a crowded and highly competitive marketplace.



Image courtesy of Brickyard VFX.

3 Native Support for Industry-Standard Formats

Concentrate on the creative without wasting time worrying about media or format issues. Smoke integrates easily into your existing media workflow with support for common acquisition formats: H.264, Apple® Quicktime™, Panasonic® P2 HD and Sony® XDCAM, as well as popular intermediate formats: Apple® ProRes and Avid DNxHD®. When your clients challenge you to deliver projects using high-res media – Sony 10-bit HDCAM SR™ video, ARRIRAW and RED® media or even 2K image sequences – Smoke helps you move into uncompressed workflows with ease.

4 Powerful 3D Visual Effects

Autodesk Smoke offers a comprehensive 3D compositing toolset that is fully integrated into its editorial finishing workflow. In Smoke you have powerful compositing tools, ultra-realistic 3D lighting effects and streamlined integration with Autodesk animation software. Mix multi-resolution media layers and 3D geometry as you build more convincing composites and create stunning motion graphics using the 3D tools in Smoke.

5 Stereoscopic 3D Finishing

Meet today's most demanding finishing workflows head-on with out-of-the-box tools for finishing stereoscopic 3D (S3D) content. With built-in tools for conforming, viewing, compositing and finishing S3D projects, Smoke can help you move into stereoscopic without having to add additional plug-ins or hardware. Regardless of what kind of stories you tell, when you need to break out of your 2D workflow, Smoke can help you add new depth to your creative finishing.

6 Integration with Apple Final Cut Pro and Avid Media Composer

Smoke doesn't replace your creative cut workflow, it empowers it. Start from scratch in Smoke or import projects and media from your existing creative editorial pipeline. With Smoke, you can conform entire timelines and supported native media and effects via XML and AAF from Apple® Final Cut Pro® and Avid® Media Composer® software. As a 64-bit native application on the Mac, Smoke runs on the same hardware that is already in place for creative editorial. Regardless of how your project starts, Smoke can help you finish it—faster.

7 Managed Media from Start to Finish

Smoke features built-in media management and productivity tools that help you work faster and collaborate better. With Smoke, artists can work remotely between multiple workstations sharing a single set of project data over existing network connections. Move entire projects between Smoke workstations while preserving project structure and render files. And when jobs are finished, Smoke has built-in archiving tools so you can confidently delete projects and restore them months later when your client shows up with changes. With Smoke, you'll spend less time managing media and more time being creative.



Image courtesy of Ministry of Illusion.



Image courtesy of WTHR-TV.

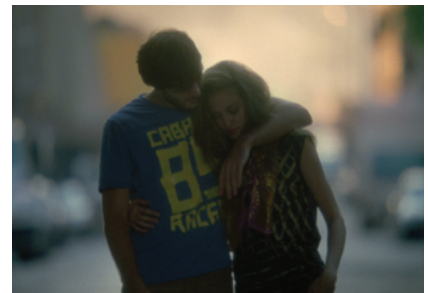


Image courtesy of The Mill.