



Autodesk Smoke 2010

For Mac OS X

Don't Just Edit. Finish.

Broadcast Workflow

Broadcasters face unique creative challenges from delivering promos and graphics to creating episodic show content. Regardless of task, your goal is the same: create standout content that captures your viewers' attention and keeps them watching.

Autodesk® Smoke® software for the Mac OS® X platform combines proven technical and design tools in a comfortable non-linear editorial workflow. Editors, designers, and producers can work in an integrated creative environment that lets them take an entire creative concept from design to air and still beat their deadline. With tools spanning editorial, audio, color correction, design and a true 3D compositing environment, Smoke helps broadcasters deliver great looking content faster. As software on the Mac platform, Smoke can integrate into your workflow without the need to retool your facility.

- 1** With any creative concept, you've got to start somewhere. Smoke lets you access data throughout your facility. Start with HD-SDI video or access file-based media ranging from MXF-based acquisition formats to intermediate formats like Apple® ProRes and Avid DNxHD®. If you're working with a design department, Smoke lets you quickly incorporate files from Adobe® Photoshop® software and common 3D applications, for example Autodesk® Maya® software.
- 2** Once you have your source media, Smoke lets you create in a familiar timeline environment where you can quickly explore concepts. Smoke mixes traditional editing tools with advanced technical tools like tracking, keying, titling and color correction to help you realize your vision faster and make even poor quality source material look great.

- 3** When it's time to design, you don't need to jump between multiple creative applications. Smoke integrates design tools, ranging from paint and cleanup to 3D text design, into a single application. Smoke is the only non-linear editor that features Autodesk's Action – a true 3D compositing and design environment.
- 4** Once you have created your initial concept, Smoke makes versioning easier. You can quickly copy setups and composites to help create multiple versions of a single design. Smoke features integrated tools for quickly generating multi-resolution masters – whether you're delivering video, file-based media or content for the web.

If you're looking for a flexible and integrated creative toolset that can help meet the demands of your unique broadcast workflow, consider Smoke 2010 for the Mac OS X platform. Smoke lets you concentrate on the creative by providing an interactive and highly artistic editorial finishing workflow on a familiar platform.

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Conceptualize ▶ Concept Design Create Integrate Versioning Produce

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