



Autodesk Smoke 2010

For Mac OS X

Don't Just Edit. Finish.

Top Reasons to Buy for Broadcast

Autodesk® Smoke® 2010 software for the Mac OS® X platform brings high-quality editorial finishing to your broadcast workflow – on hardware you already know. Combining the familiar timeline of a non-linear editor with powerful visual effects, 3D design and finishing tools, Smoke helps you create stunning visuals, faster.

For broadcasters, Smoke is a game changer. Now available as a software-only application for Mac OS X, Smoke easily integrates into your existing media and technical workflows. Take promos, idents or entire shows from start to finish faster with high quality 2D and 3D tools that don't make you jump between multiple applications for paint, design, and editorial – just do it all in Smoke. Not only do you save time by staying in a single application, you also save time with fast rendering – even at full 1920x1080 HD.

Build Your Brand and Still Make Air

Have you ever had to sacrifice quality just to get something to air? Smoke provides speed and interactivity at any resolution, so you can turn around promos, idents, and graphics to support breaking news – and still make your deadline. With a creative toolset that spans editorial, color correction, paint, cleanup, titling, 3D compositing and finishing, Smoke provides an interactive environment where editors can move quickly between creative disciplines – in a single application.

Just Make It Look Good

For promo and graphics workflows, Smoke has the creative tools that help you concentrate on the creative without wasting time moving between multiple applications. Start from scratch in Smoke software's editorial environment or import projects and media from your existing creative workflow. Regardless of what your creative concept requires, Smoke gives you the tools you need to deliver outstanding broadcast content. The tools in Smoke go beyond what's found in a typical non-linear editor. Stand out from the crowd with content that gets noticed.

Deliver Film Quality Effects for Episodic TV

If you're creating episodic content, Smoke gives you the ability to deliver film-quality effects on a platform that fits into your pipeline – so you can build on your existing creative cut workflow – whether you're cutting in Avid® Media Composer® or Apple® Final Cut Pro® software. Take the next step and create compelling content by integrating Smoke into your editorial finishing pipeline.

Integrated 3D Compositing

Autodesk is a proven leader in 3D design software, and Smoke is no exception. At the heart of Smoke is Action, a true 3D compositing environment that lets you combine unlimited layers of multi-format media, lights, 3D objects like 3D text and geometry - and a 3D camera system. Smoke helps you create standout 3D visuals that can be quickly versioned and updated. Break out of a 2D workflow with Smoke – an integrated 3D compositing and editorial finishing solution.

Efficient and Flexible Media Workflows

Smoke integrates easily into your existing media workflow by supporting common acquisition formats like Panasonic P2 HD and Sony® XDCam as well as popular intermediate formats like Apple ProRes and Avid DNxHD®. Smoke on a Mac gives you an unmatched creative workflow that doesn't require you to retool your pipeline.

Managed Media from Start to Finish

Mission-critical workflows require media management without headaches. Smoke features reliable built-in media management and productivity tools intended to make sure your media is there when you need it. In Smoke you can move projects between workstations or have multiple artists collaborate on a single set of data. When a project is over, you can archive it with confidence – knowing that you can accurately restore it whenever you need to revisit. Smoke lets broadcasters concentrate on being creative instead of managing media.