

# Top Reasons to Buy Autodesk Smoke for Mac OS X

Don't Just Edit. Finish.

Autodesk® Smoke® software is a leader in editorial finishing for high-quality commercial and broadcast projects. With an intuitive timeline-based workflow, Smoke offers an all-in-one editorial finishing toolset that spans conform, color correction, keying, tracking, paint, titling and 3D visual effects.

For more information about Smoke, visit [www.autodesk.com/smoke](http://www.autodesk.com/smoke) and [www.autodesk.com/smokeonmac](http://www.autodesk.com/smokeonmac).

To locate the reseller nearest you, visit [www.autodesk.com/reseller](http://www.autodesk.com/reseller).

Autodesk® Smoke® software for the Mac OS® X operating system brings high-quality editorial finishing to your creative editorial workflow – on hardware you already know. With the familiar timeline of a non-linear editor and powerful visual effects design and finishing tools, Smoke empowers your editorial pipeline, helping you keep entire creative projects in house from cut all the way through final delivery. Reduce the need to jump between multiple applications for paint, compositing, and visual effects as you take your projects from start to finish faster by integrating Smoke into your Apple® Final Cut Pro® and Avid workflows.

## 1 Own the Creative

Unleash your creative potential as you grow your business with Smoke for editorial finishing. Smoke software easily integrates into your creative workflow and puts industry leading tools at your fingertips. With Smoke you have the tools you need to deliver high-quality finished content. Smoke helps you keep entire creative projects in house with an end-to-end creative workflow that delivers the speed and interactivity you need to finish faster.

## 2 All-in-one Editorial Finishing

With an integrated creative toolset that spans editorial, color correction, paint, cleanup, titling, 3D compositing and finishing, Smoke provides an interactive environment where artists can move quickly between creative disciplines – within a single application. By adding Smoke to your existing creative cut workflow, you can concentrate on the creative and grow your business.

## 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 by supporting common acquisition formats, like Panasonic® P2 HD and Sony® XDCam, as well as popular intermediate formats like Apple® ProRes and Avid DNxHD® formats. When your clients challenge you to deliver projects using high-res media – like Sony 10-bit HDCAM SR, RED® media or even 2K image sequences – Smoke helps you move into uncompressed workflows with ease.

## 4 Powerful 3D Visual Effects Tools

Autodesk is a 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. Break out of your 2D workflow with Smoke – the integrated 3D compositing and non-linear editorial finishing solution.



Ascent Media, Image Courtesy of FOX.



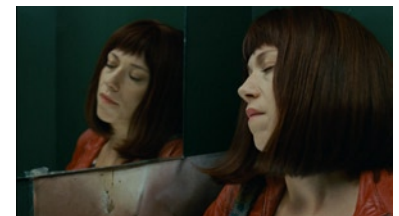
Image courtesy of Ministry of Illusion.



Image courtesy of WTTH.



Lotte 'Coffy Bite', Rediffusion Y&R.  
Image courtesy of Prime Focus.



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Bas Celik, 2010. Image courtesy of  
CinePostproduction.

## 5 Empower your Editorial Pipeline

Smoke doesn't replace your creative cut pipeline, it empowers it. Start from scratch in Smoke or import projects and media from your existing creative workflow. With Smoke, you can import entire timelines and supported native media and effects via XML and AAF conform from Apple® Final Cut Pro and Avid® Media Composer® software. Smoke helps you take your initial creative work and finish it—faster.

## 6 Manage Media from Start to Finish

Managing media does not have to be a headache. Whether you need to move projects between workstations, access archived versions, or have multiple editors work from a single set of data, the built-in media management and productivity tools in Smoke can help. Concentrate on the creative instead of managing media with Smoke.



Image courtesy of Zee Network.