



## Arena Digital and London Post Invest in Discreet's smoke Editing and Finishing System

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LONDON, March 18 /PRNewswire-FirstCall/ -- London-based post-production facilities Arena Digital and London Post are the latest companies to invest in Discreet's smoke(R) editing and finishing system. Discreet, a division of Autodesk, Inc. (Nasdaq: ADSK) is a leader in digital content creation, management and distribution tools.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031016/SFTH007LOGO> )

Arena Digital will primarily use the smoke system for programme graphics and effects on long-form dramas and documentaries. London Post, which specialises in short-form and graphics work, has seamlessly integrated the smoke system with its existing Discreet flint(R) visual effects system, and will use it for promos and title sequences. Both facilities are part of the leading broadcast company Television Set Group.

"Clients were telling us to invest in a new system for Arena Digital, and our editors were very keen for us to look at the Discreet product," explained Dave Thompson, managing director of Television Set Group. "We short-listed three competitive systems and went to IBC for the sole purpose of evaluating them. Discreet's smoke system has been around for several years and has proven to be a very stable platform."

"Initially we were only planning to buy one system but we were so impressed with it that we decided to buy two," said Television Set Group's Business Development Manager, Sara Hill. "First impressions from our clients are extremely favourable. We can complete any project using Discreet's smoke system because it's so versatile."

Investing in two Discreet smoke systems allows Television Set Group to deliver a more reliable service. "smoke has such a great archiving facility that if a job overruns and one site is fully booked, you can easily transport it to the other site and pick up where you left off," commented Todd Dalton, senior editor at Arena Digital. "This is a system designed for the operator. It has a logical interface and is highly responsive. You can do everything you need to do very quickly. smoke is simpler than other systems yet so much more powerful."

The smoke system utilises the Academy Award-winning technology\* of flame(R), Discreet's industry-leading visual effects system. Delivering unprecedented speed and workflow performance, real-time interactivity, and industry leading visual effects tools, smoke is ideal for post facilities that demand creative editorial and finishing in a single system at any resolution and in any format.

"Discreet's smoke system provides a comprehensive editing and effects solution at an extremely affordable price point," said Patrick Jocelyn, EMEA director at Discreet. "New platform options have further enhanced the product, making it more accessible to a wider audience."

\*In 1999 Discreet's flame system won the Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences.

### About Discreet

Discreet empowers media professionals to realise the visual experience and transform their most evocative and ambitious visions into reality. Discreet's solutions are designed for digital media creation, management and delivery-across all disciplines from film and television visual effects, colour grading and editing to animation, game development, web/interactive, and design visualization. Discreet is based in Montreal, Canada and is a division of Autodesk, Inc, the world's leading design and digital media creation, management, and distribution company. Product and corporate information: [www.discreet.com](http://www.discreet.com).

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