



Autodesk Motion FX Helps Transform Movement Into Video Magic

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Latest Autodesk App for Mac OS X Lion Now Available on the Mac App Store

SAN RAFAEL, Calif., Aug 24, 2011 (BUSINESS WIRE) --

[Autodesk](#), Inc. (NASDAQ:ADSK), released the Autodesk Motion FX app, a free* movement-based video effects app available exclusively for Mac OS X Lion. The app enables users to create smoke, fire and a variety of other fluid effects that react to real-time movements captured on the Mac FaceTime camera.

The Autodesk Motion FX app makes the most of new facial tracking technology and full-screen mode on Mac OS X Lion, as well as Academy Award-winning [Autodesk Maya](#) fluid effects technology, to create swirling motion-driven effects in real time. A variety of preset effects are included in the app's five modes:

- **Motion Detect:** Effects chase movements picked up by the camera
- **Color Detect:** Effects are applied to a user-selected color from the live video
- **Face Detect:** Effects emit from any face visible to the camera
- **Effect Paint:** Users can blaze a trail of vivid effects across a screen using their mouse or trackpad
- **Video Warp:** Users can create amazing effects by warping their video feed in real time

A cycle mode allows effects to automatically transition from one to the other, leaving the user's hands free to play with motion. Users also can choose to overlay their real-time effects on top of their video feed or perform on a blank canvas.

The Autodesk Motion FX app provides one-click capture for grabbing still images as their dynamic creation unfolds. Support for multiple displays also enables users to control the effects on one screen, while displaying the output on a secondary screen or video projector--perfect for video artists performing before an audience.

"The Autodesk Motion FX app makes it fun and easy to create evolving kinetic artwork using only the built-in FaceTime camera," said Samir Hanna, vice president of Consumer Products at Autodesk. "The app lets you play with dazzling effects that come from the sleight of a hand or roll of the eye, turning live movements into works of art."

Pricing and Availability

The Autodesk Motion FX app is available for free* from the [Mac App Store](#) for desktops running Mac OS X Lion. A video is also available on the [Autodesk YouTube Channel](#).

About Autodesk

Autodesk, Inc., is a leader in [3D design](#), engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 16 Academy Award winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

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