



## Autodesk Smoke 2013 Pre-Release Trial Attracts Thousands of Video Editors

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Professional Editors Thrilled by Extended Smoke Software Free Trial and Opportunity to Contribute to Development Process

AMSTERDAM--(BUSINESS WIRE)--Sep. 6, 2012-- At the International Broadcasting Convention 2012 (IBC), September 7 to 11, 2012, [Autodesk, Inc.](#), (NASDAQ: ADSK) will show off the latest version of the [Autodesk Smoke 2013](#) professional video editing software pre-release trial. Since announcing the new Smoke earlier this year, Autodesk has been closely collaborating with thousands of editors working in broadcast, cable and corporate video to guide the development of the software. IBC will be the first public viewing of the pre-release trial version 4.



Autodesk Smoke 2013 video editing software pre-release trial: The new timeline workflow is designed for editors and includes a familiar track-based editing environment combined with essential tools for color correction, motion graphics and visual effects. Image courtesy of Delicious Edit.

“Autodesk is experimenting with a bold development strategy for the new Smoke which features an extended pre-release trial that allows users time to test the software and contribute to the product design and affords our developers the time to incorporate feedback to help improve the

software. The strategy is all about engaging the community and creating the best software possible. Involvement, excitement and constructive input have exceeded all our expectations,” said Mark Strassman, Autodesk Media & Entertainment vice president strategy and marketing.

The radically redesigned Smoke video editing and visual effects software for the Mac integrates high-end effects tools within a standard nonlinear editing workflow at a cost of \$3,495 USD\*. Since making a huge splash at NAB 2012 where Smoke won six awards, thousands of video editors from around the globe have downloaded the software, contributed valuable feedback, attended training events and “friended” [Autodesk Smoke on Facebook](#). The United States leads the world on the number of Smoke pre-release trial downloads, followed closely by Europe and Asia.

The blogosphere is ignited with enthusiasm over the new strategy, the extended trial period and the powerful functionality of the new Smoke:

“This is a great application with a bright future. It’s nice to see a company championing the quality of the product and the end-user experience over simply meeting a deadline.” —Jason Myres, colorist and post-production engineer @jasonmyres.

“Click! You just heard the sound of me realizing the unbelievable power of #Smoke2013 — it’s like Media Composer & Nuke had a smarter kid.” — That Post Show’s Kanen Flowers @kanendosei.

“All the XMLs from Final Cut Pro moved over to Smoke flawlessly! And, a key that took four hours to create previously, now only takes 10 minutes in the new Smoke.” —Chris Wysoglad, visual effects supervisor Resolution Digital Studios.

“Smoke 2013 Wow! It’s a great opportunity for Final Cut Pro editors to become Smoke artists. Finally, an all-in-one finishing system with timeline editing, color correction, 2D and 3D compositing and effects.” — T Selvakumar, director and founder of Audio Media, India’s first Apple Certified Trainer.

### Product Information and Availability

Autodesk Smoke 2013 Pre-Release Trial 3 was made [available for download](#) on August 27, 2012. The newest version features numerous stability, feature and workflow enhancements as well as several new features: a new conform workflow, timeline search and ConnectFX functionality. Autodesk expects Smoke 2013 will be available later this year.

### Join the Smoke Community

Customer presentations and product demonstrations will be streamed live from the Autodesk IBC booth to [Virtual IBC](#) on AREA — Autodesk’s digital entertainment community. Smoke will be featured at the [Fifth Annual Amsterdam SuperMeet](#) on Sunday, September 9 at the Grand Hotel Krasnapolsky. For features, benefits and video tutorials, see the [Smoke product center](#), join the [Smoke community](#), visit the [Smoke Learning Channel](#), join the #AutodeskSmoke conversation on Twitter or friend us on [Facebook](#).

### 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 17 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](#).

\*U.S. pricing only. International pricing may vary.

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