



## Autodesk Flame Premium 2014 Ignites Creativity, Fuels Artistic Control

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*New Release Unites Visual Effects and Editorial Finishing with Intuitive Workflow and Enhanced Color Grading Integration*

AMSTERDAM--(BUSINESS WIRE)--Sep. 16, 2013-- **IBC 2013** —[Autodesk, Inc.](#) (NASDAQ: ADSK) announced the new capabilities of its Flame Premium 2014 software at the International Broadcasting Convention 2013 ([IBC](#)). On display in the Autodesk Stand, 7.D25, from September 13-17, the latest release of Flame Premium combines the creative capabilities of Autodesk Flame 2013 20<sup>th</sup> Anniversary Edition software, Autodesk Smoke Advanced software and Autodesk Lustre software in an efficient, intuitive new workflow that integrates visual effects and editorial finishing. Autodesk Flame Premium 2014 also features powerful new 3D visual effects creation tools, a graphics processing unit (GPU) pipeline that extends across the application for improved interactivity in the workflow, and enhanced real-time color grading tools, helping simplify and accelerate complex production tasks.

"Expectations of visual effects artists and editors are higher than ever, and there's no room for production bottlenecks that can derail the creative process and delay project delivery," said Chris Bradshaw, senior vice president, Autodesk Media & Entertainment. "Flame Premium 2014 software's holistic workflow and powerful new creative capabilities allow customers to seamlessly shepherd the creative process for an entire project from start to finish."

### Key Features

Flame Premium 2014 boasts a unified new workflow that was first introduced to Autodesk Subscription customers in the Flame Premium 2013 20<sup>th</sup> Anniversary edition. The workflow links the dynamic Flame desktop, effects and editorial timeline, Batch procedural compositing environment and Action 3D compositing to provide a more efficient method of working.

Based on input from the Flame community, the new release also includes several other feature enhancements to provide artists with greater creative control. Highlights include: support for 3D warping in action, enhanced tracking to improve tracking accuracy on challenging elements, and Reactor 2.0, the GPU-driven Batch pipeline, which provides 16-bit floating point precision throughout the application. With Reactor 2.0, artists can preview effects in the timeline during playback and access more effects tools including GMasks and a single layer Action, as well as directly convert timeline compositions to Batch trees, to help artists quickly and efficiently iterate projects. Finally, real-time color grading with the new Lustre ShotReactor helps to improve background rendering and offers faster image processing.

### Production Tested

Autodesk Flame subscription customers are already production testing the new workflow now included in Flame Premium 2014, including Flame Artist, Flame Premium 2014 beta customer and Director Jon Hollis of Raised by Wolves and Nice Shirt Films. Having recently used the workflow, Hollis said, "There is no way I could have achieved so much on this project without the Flame Premium workflow. I felt more creative, more in charge, and more capable of delivering whatever my clients wanted at any given time."

### Product Information and Availability

Anticipated to ship later this fall, Flame Premium 2014 will be featured in customer presentations and product demonstrations at the Autodesk booth throughout IBC. The content will also be streamed live on Autodesk's digital entertainment community AREA. For a full set of features, subscription benefits and video tutorials, visit [www.autodesk.com/flame](http://www.autodesk.com/flame), join the <http://area.autodesk.com/flame> on AREA or friend us on our [www.facebook.com/AutodeskFlame](https://www.facebook.com/AutodeskFlame).

### About Autodesk

Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. For more information visit [autodesk.com](http://autodesk.com) or follow @autodesk.

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