



Autodesk launches freemium access to Autodesk Flow Studio, with new pricing tiers making world-class VFX AI more affordable to all creators

Aug 12, 2025

For the first time, Autodesk is offering free access to professional grade AI-powered VFX and animation tools — removing cost barriers for indie filmmakers, digital content creators, marketers, and first-time users around the world

SAN FRANCISCO, Aug. 12, 2025 /PRNewswire/ -- Today at SIGGRAPH 2025, [Autodesk](#), Inc. (NASDAQ: ADSK) launched new, more affordable pricing for **Autodesk Flow Studio** (formerly Wonder Studio) including its first free tier and a 50% price drop for the Lite plan – from \$20 to \$10 – a significant move to make the toolset more accessible. By removing up-front costs so artists can use premium artificial intelligence (AI) powered 3D tools to create the kind of animation and VFX once reserved for Hollywood, Autodesk is signaling a new era of AI within the future of media and entertainment – one that puts creators at the forefront. This launch marks a major milestone just one year after the Autodesk acquisition of [Wonder Dynamics](#), the company that created the technology.



AUTODESK Flow Studio

Autodesk Flow Studio uses AI to automate complex VFX tasks like motion capture, camera tracking, and character animation, so creators can focus on storytelling, not technical setup. With just a video clip and a few clicks, users can insert CG characters into live-action scenes and render them making 3D animation and VFX accessible to all.

You can also export the AI-generated assets (e.g. clean plates, 3D scenes, alpha masks, camera-tracks) to tools like Maya, Blender, or Unreal Engine for editing and fine tuning. This allows creators to speed up complex animation and VFX workflows, freeing up time for more creative storytelling. By making these capabilities freely available, Autodesk is lowering the barrier to entry for high-quality content creation enabling more artists, marketers and digital content creators to experiment, learn, and bring their ideas to life on their own terms.

"Making Autodesk Flow Studio more accessible to everyone reflects our belief in a creator-first future – where AI empowers more artistic expression, not replaces it," said **Diana Colella, executive vice president of Media & Entertainment at Autodesk**. "By lowering the cost barrier, more storytellers are now able to explore the ways new AI-powered tools can help them bring their ideas to life, regardless of where they are along their creative journey."

This expansion introduces a tiered model designed to grow with creators – from first-time users to professional studios. New **Free** and **Standard** tiers join the existing **Lite**, **Pro**, and **Enterprise** offerings, giving users more flexibility to choose the plan that fits their creative needs and ambitions. The Free tier includes core tools like AI Mocap and Live Action, while advanced capabilities – such as Wonder Animation and Wonder Tools – remain exclusive to paid tiers. For larger teams and studios, the Enterprise tier offers scalable access to AI-powered workflows with enhanced support and data controls – helping them adopt new technology while preserving the creative processes and roles that define professional production.

"Running AI models at scale has traditionally been very challenging for tech startups," said **Nikola Todorovic, co-founder of Wonder Dynamics, an Autodesk company**. "Our original mission was always to make our technology free and affordable to as many creatives as possible, but we had limited resources as a startup. Now, as part of Autodesk, we're able to offer Flow Studio as a freemium product, powered by robust infrastructure and cloud partners – so more artists can tell more stories, no studio lot or multimillion-dollar budget required."

The launch of the Free Tier and flexible pricing model to a global audience also formally completes the integration of Autodesk Flow Studio into the Autodesk ecosystem. This ensures alignment with Autodesk's standard offerings, policies, and processes, granting users a more unified, consistent, and scalable experience. In addition, Autodesk has included the Pro tier of Flow Studio in its Media & Entertainment Collection at no additional cost – giving existing customers a low-risk way to explore AI-powered workflows. This approach reflects Autodesk's commitment to guiding its customers through the evolving landscape of AI in media and entertainment with tools that are accessible, trusted, and built to scale with their creative ambitions.

For more information, visit autodesk.com/products/flow-studio.

Blog: [Flow Studio, which tiers are right for you?](#)

Join the social media conversation on [YouTube](#) and [LinkedIn](#).

About Autodesk

The world's designers, engineers, builders, and creators trust Autodesk to help them design and make anything. From the buildings we live and work

in, to the cars we drive and the bridges we drive over. From the products we use and rely on, to the movies and games that inspire us. Autodesk's Design and Make Platform unlocks the power of data to accelerate insights and automate processes, empowering our customers with the technology to create the world around us and deliver better outcomes for their business and the planet. For more information, visit [autodesk.com](https://www.autodesk.com) or follow @autodesk. #MakeAnything



Tiers for any storyteller

FREE \$0

300 Monthly Credits
25 sec for Live Action
30 sec for AI MoCap
Max Expert Resolution 1080
25GB of Storage Space
100MB Max Video Upload Size
3 Customer Character Upload
3 Person Motion Capture
Watermark

LITE \$10/month

2,000 Monthly Credits
1 min 45 sec for Live Action
3 min 30 sec for AI MoCap
Max Expert Resolution 1080
50GB of Storage Space
250MB Max Video Upload Size
6 Customer Character Upload
2 Person Motion Capture

STANDARD \$45/month

6,000 Monthly Credits
5 min for Live Action
10 min for AI MoCap
Max Expert Resolution 4K
20GB of Storage Space
500MB Max Video Upload Size
15 Customer Character Upload
3 Person Motion Capture

PRO \$95/month

12,000 Monthly Credits
20 min for Live Action
30 min for AI MoCap
Max Expert Resolution 4K
80GB of Storage Space
2000MB Max Video Upload Size
50 Customer Character Upload
6 Person Motion Capture

ENTERPRISE Contact for pricing

48,000 Monthly Credits
60 min for Live Action
60 min for AI MoCap
Max Expert Resolution 4K
1TB of Storage Space
2000MB Max Video Upload Size
50 Customer Character Upload
7 Person Motion Capture

FREE TIER INCLUDES:

- Live Action Easy
- AI Motion Capture
- Expert Motion Scenarios
- Expert Blender® Scenes
- Expert Mask
- Expert Clean Plate
- Expert Camera Track

EVERYTHING IN FREE, PLUS:

- Animation / Video 3D Scene
- Render Tools - Camera Track
- Render Tools - Clean Plate
- Expert Global English Scene

EVERYTHING IN LITE, PLUS:

- Live Action Advanced
- Expert USD Scene
- Expert Alpha Mask

EVERYTHING IN STANDARD, PLUS:

- Expert Character Pose
- Expert PBR Sequence

*Prices shown in USD

At the bottom of the pricing page, there are four character models in a walking sequence, similar to the ones in the top image, but in different colors: yellow, grey, yellow, and red.

View original content to download multimedia: <https://www.pnnewswire.com/news-releases/autodesk-launches-freemium-access-to-autodesk-flow-studio-with-new-pricing-tiers-making-world-class-vfx-ai-more-affordable-to-all-creators-302528244.html>

SOURCE Autodesk, Inc.

Laila Mahmud, PR & Communications, Autodesk, Media & Entertainment, Laila.Mahmud@autodesk.com