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## **Autodesk and Blackmagic Design Announce Technology Collaboration**

Las Vegas - NV NAB 2013 - April 8, 2013 - Blackmagic Design and Autodesk, Inc. (NASDAQ: ADSK) announced that the two companies intend to collaborate on future integrations between Blackmagic Design technology and Autodesk technology. This collaboration will build seamless workflows for customers in the professional video, television and commercial post-production industries.

The ongoing work between Blackmagic Design and Autodesk will include the testing and development of integrated workflows between Autodesk technology and Blackmagic Design's PCIe and Thunderbolt based desktop video capture and playback products, including the DeckLink, UltraStudio and Intensity product lines.

"In the post world, customers want the ability to mix and match the applications and hardware that work best for them. By developing tighter integration with Autodesk products and our desktop video products, we are creating a compelling workflow that both Autodesk and Blackmagic Design customers will benefit from," said Grant Petty, CEO, Blackmagic Design.

"Throughout the product development and pre-release trial period of Smoke 2013, Autodesk collaborated with editors to help drive Smoke product development. We are pleased to be working with Blackmagic Design to create compelling workflows for our customers," said Chris Bradshaw, senior vice president, Autodesk Media & Entertainment.

Blackmagic Design's DeckLink, UltraStudio and Intensity lines include the world's highest performance capture and playback cards for Mac, Windows and Linux. Including both PCIe and Thunderbolt-based technology, these products come in both internal and external models and are used by professionals globally in every aspect of film and video production.

Press Photography

Product photos of all Blackmagic Design products are available at [www.blackmagicdesign.com/press/images](http://www.blackmagicdesign.com/press/images). For Autodesk imagery, visit <http://area.autodesk.com/nab2013/press>

About Blackmagic Design

Blackmagic Design creates the world's highest quality video editing products, digital film cameras, color correctors, video converters, video monitoring, routers, live production switchers, disk recorders, waveform monitors and film restoration software for the feature film, post production and television broadcast industries. Blackmagic Design's DeckLink capture cards launched a revolution in quality and affordability, while the company's Emmy™ award winning DaVinci color correction products have dominated the television and film industry since 1984. Blackmagic Design continues ground breaking innovations including stereoscopic 3D and 4K workflows. Founded by world leading post production editors and

engineers, Blackmagic Design has offices in the USA, United Kingdom, Japan, Singapore, and Australia. For more information, please check [www.blackmagicdesign.com](http://www.blackmagicdesign.com).

#### 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](https://twitter.com/autodesk).

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