Adobe Premiere To Support Real-Time Digital Video Effects on the Macintosh

Professional video editors will benefit from huge productivity increases

SAN JOSE, Calif., (March 19, 2001) (Nasdaq: ADBE)—Adobe Systems Incorporated, the leader in network publishing, today announced that Adobe® Premiere® 6.0 will support real-time digital video (DV) editing on the Macintosh platform. Adobe Premiere customers have had access to real-time capabilities on the PC for several years, and due to recent advances in Apple QuickTime™5, these capabilities are now available on the Macintosh. Real-time hardware cards capable of supporting Adobe Premiere are anticipated this spring from leading companies like Matrox Video Products Group and ProMax Systems Inc.

Adobe has been working with these hardware manufacturers, among others, to ensure that Adobe Premiere 6.0 software will be compatible with the new real-time boards being created for the Macintosh. This new capability will allow professionals to work more efficiently on a Mac, by eliminating the time spent rendering a video project created with Adobe Premiere. Users will be able to view effects and transitions instantly, without having to wait for rendering, which will significantly streamline the production workflow.

“We are very pleased to work with our hardware partners on a common goal—to ensure that our Macintosh customers have access to the highest quality professional digital video editing tools available,” said Bryan Lamkin, senior vice president of product marketing at Adobe. “With Adobe Premiere 6.0 and a real-time hardware card, professionals are going to be able to produce video more efficiently, allowing them to spend more time creating and less time waiting.”

Real-time cards for the Macintosh will offer a variety of different features intended for specific user needs. The features in these cards range from real-time transitions, titles, and special effects including color correction, 2D and 3D motion and particle effects. Additionally, these real-time cards will support a number of digital video formats including uncompressed, DV and HDTV.

The following four hardware manufacturers are providing support for Adobe Premiere 6.0: Aurora Video Systems, Digital Marketing International, Matrox Digital Video Solutions and ProMax Systems Inc.
"We are always looking for ways to provide our customers with cost-effective and time-efficient solutions for professional video editing on the Macintosh," said Alain Legault, vice president of product development for Matrox.

"The ability of Adobe Premiere to output to every major video format compliments the professional capabilities available in the Matrox RTMac."

"At ProMax, we work hard to supply our customers with the solutions that best serve their professional video editing needs," said Charles McConathy, president of ProMax Systems. "We are happy to work with Adobe to provide solutions for customers who want a real-time turn-key video editing system with a robust and versatile editing software program like Adobe Premiere 6.0."

**About Adobe Premiere**

Adobe Premiere 6.0 software addresses the needs of the professional by providing major enhancements to the digital video editing process—from capturing video to editing to final project export. It offers built-in, cross-platform support for a large selection of DV devices, an enhanced user interface, new professional editing tools and tight integration with other award-winning Adobe applications including Adobe After Effects®, Adobe Photoshop® and Adobe GoLive™.

In the United States and Canada, Adobe Premiere 6.0 software for Windows® 98, 2000, ME, NT® and Macintosh OS 9.0.4 is now available. The estimated street price is $549 (U.S.) for all platforms. For more information, call 1-888-724-4507 or visit [http://www.adobe.com/premiere](http://www.adobe.com/premiere).

**About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second largest PC software company in the U.S., with annual revenues exceeding $1.2 billion.

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*Editors Note: Additional information on Adobe Premiere 6.0 and all other PR related materials from Adobe may be found online in the Adobe press room located at [http://www.adobe.com/pressroom](http://www.adobe.com/pressroom).*

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