



NAB 2015
Adobe Creative Cloud

Creativity just got a lot more colorful



Adobe Creative Cloud

Creative Cloud ushers in a new era of creativity by connecting the world's best desktop apps to everything you need to create amazing content. Every moment of inspiration you capture, any asset you create, and each discovery you make in the growing Creative Cloud market or vibrant Creative Cloud community is right at your fingertips as you work seamlessly across mobile and desktop. Your creativity just flows, and your potential is unleashed.
www.creativecloud.com

Adobe at NAB 2015

See the new tools and features in action at NAB, or online at adobe.com/go/video

Bring even more creativity into your video productions with re-invented color workflows for editors, an ingenious new mobile app that captures Looks for video, and an interactive desktop animation tool unlike anything you've seen. And that's not all. At NAB 2015, Adobe is also unveiling expanded collaboration capabilities, easier asset sharing, and some amazing new "Adobe magic" that lets you do more with video than ever before. Offering a rich, connected, and always evolving creative playground, Creative Cloud gives you everything you need to edit, finesse, and deliver amazing content.

- **Fast new color workflows**—Expand your creative range with the Lumetri Color panel in Adobe Premiere Pro CC, combining SpeedGrade technology with Lightroom functionality.
- **Capture inspiration, wherever it strikes you**—Use your phone to capture Looks that enhance the appearance of your video projects with the all-new Project "Candy" app.
- **Deeper collaboration**—Share assets across applications and with colleagues via Creative Cloud Libraries, and work together onsite or remotely with Adobe Anywhere.
- **Create more and deliver faster**—Bring 2D artwork to life with new Adobe Character Animator, adjust duration with Time Tuner, and work more interactively in Adobe After Effects CC.

Adobe Premiere Pro CC

Get creative with color and give each project its own beautiful and distinctive look. An all new Color workspace and Lumetri Color panel gives video editors powerful and easy-to-use color tools without leaving Premiere Pro. Apply Looks captured in Project "Candy" to add emotional impact and visual appeal to your videos. Easily access Looks and graphics elements via Creative Cloud Libraries and organize your post-production pipeline around customizable Task-Oriented Workspaces. Deliver more polished interview content by automatically smoothing out jump cuts in talking head shots with Morph Cut. Improved integration between Premiere Clip and Premiere Pro provides a seamless transition from the mobile editing experience to the power of a professional desktop NLE.



The all-new Color Workspace with the Lumetri Color panel in Premiere Pro.



Project "Candy" is a new mobile technology, currently in development, that lets you see and touch color while capturing your own Looks. Use the Looks you create to give distinctive visual styling to your videos.

After Effects CC

Creative Cloud Libraries puts your assets right at your fingertips, including images, color Looks, and vector graphics from other desktop and mobile apps like Adobe Shape. Try out design ideas, adjust properties, and even resize panels without stopping playback of your compositions with Uninterrupted Preview, letting you stay in the creative flow. Face Tracker makes it easy to map facial movements with exceptional accuracy by letting you manage the level of detail you track.

Adobe Character Animator (Preview)

Track your facial movements using your webcam, record a voice over, and even trigger bodily movement with simple keyboard actions and automated features that give life to characters you create in Illustrator or Photoshop.

Project "Candy"

Capture light and color from things you see around you, saving the results as Looks which you can use as color references, or creative filters to enhance the appearance of video footage. Looks saved in Project "Candy" are automatically available in Premiere Clip, Premiere Pro, and After Effects via Creative Cloud Libraries, where they can also be shared with colleagues.

More video and audio updates

Automatically adjust the duration of broadcast deliverables—without time-consuming micro-editing—using Time Tuner in Adobe Media Encoder CC, and create multichannel audio with new Dolby Digital and Dolby Digital Plus support. Get right to work, streaming native video formats inside Adobe Audition CC with Dynamic Link and review fullscreen video while editing your audio. Replace assets within an open project while retaining edits made to original clip with Live relinking in Audition. Record voice-over with your video capture as audio notes or for on-location reporting in Adobe Prelude CC. Bring editing projects into the Adobe SpeedGrade CC with Direct Link, now including support for the new Premiere Pro Lumetri Color tools.

Animate artwork created in Photoshop CC or Illustrator CC



Use your webcam to capture performances and re-takes.

Trigger movements with your keyboard

Adobe Character Animator is a powerful new companion application for After Effects CC.

Adobe Anywhere

Adobe Anywhere provides a collaborative editing environment and is will be available in two versions. A new, more cost-effective, version of Adobe Anywhere is available for post-production workgroups at a single location. Anywhere with Mercury Streaming allows artists in multiple locations to work together on projects with shared access to all assets.

Adobe Creative Cloud availability

The new features and apps will be available soon with the next release of Creative Cloud. There are Creative Cloud plans for individuals, teams and enterprise, as well as plans for students and educational institutions. Free trials of desktop apps, including Premiere Pro CC, After Effects CC, and other video tools, are available.



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704 USA
www.adobe.com

Adobe, the Adobe logo, Adobe Anywhere for video, Adobe Audition, Adobe Character Animator, Adobe Media Encoder, Adobe Premiere, After Effects, Creative Cloud, the Creative Cloud logo, Prelude, and SpeedGrade are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2015 Adobe Systems Incorporated. All rights reserved.