

IBC 2014
Adobe Creative Cloud
pro video tools

Streamline your workflow



Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools, along with industry-leading design, web, and photography apps, so you can create without limits. With frequent updates, a growing library of training resources, the expanding Creative Cloud ecosystem, and access to your content from almost anywhere, Creative Cloud is always evolving—just like you.
www.creativecloud.com

With Creative Cloud, your tools are always evolving, making everyday tasks easier and faster—and keeping you ahead of the curve in a fast-moving industry. At IBC 2014 Adobe is previewing the latest updates coming to the pro video apps. Streamline your workflow with industry-leading integration—and open up new creative possibilities with a little more Adobe magic.

- **Powerful media and project management**—Take control of large projects with new features like Search bins, Consolidate & Transcode, and Multiproject workflows in Premiere Pro.
- **Support for cutting-edge technologies**—Focus on your content with a refreshed user-interface across all of the video applications, including support for Windows 8.1 HiDPI displays.
- **Streamlined workflows**—Complete everyday tasks more efficiently, thanks to new tools and refinements, such as Curve adjustments and hover preview Looks in SpeedGrade.

Adobe Premiere Pro CC

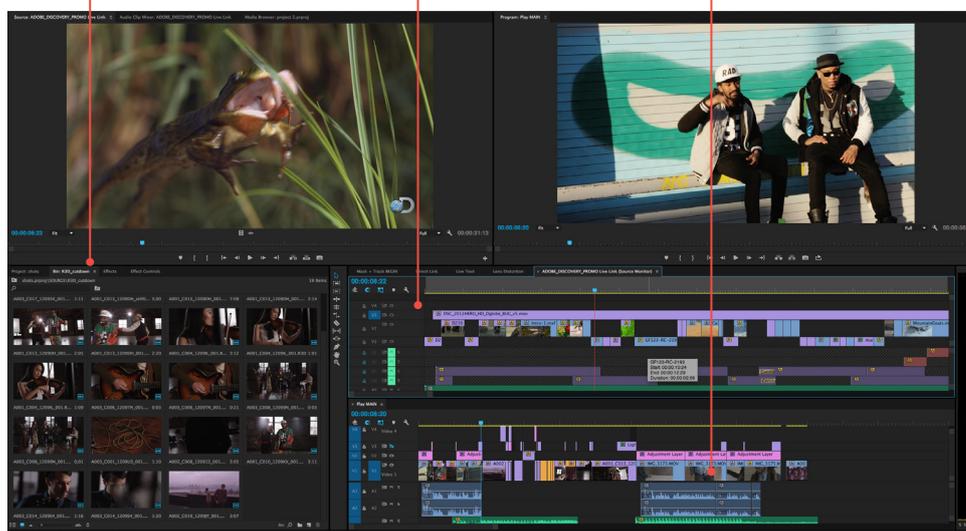
Automatically generate new bins based on search criteria, including **Advanced Timeline Search**. Search bins update automatically as you add new content to your projects. Streamline large projects with **Consolidate & Transcode**. Bring everything you need into one workspace with new **Multi-project workflows**: open media and sequences from other projects and bring existing clips, edits, transitions, or graphics directly into your current project.

Premiere Pro helps you keep on top of today's high-resolution workflows. Open or encode **GoPro CineForm**, an easily managed, cross-platform codec, ideal for high resolution footage. Harness the power of the GPU with native support for 4K, 5K, 6K and higher content, now including **AJA RAW**, **Canon RAW**, and **Phantom Cine**, as well as RED and Cinema DNG footage.

Cleaner, flatter UI design

Multi-project workflows

Advanced Timeline search



Adobe Premiere Pro CC offers a host of new efficiency features, like multi-project workflows.





Adobe After Effects CC

Along with a **new look**, the next release of After Effects offers an **enhanced Live 3D Pipeline**, allowing artists to work faster with 3D elements in their compositions, **enhanced Anywhere collaboration**, and **usability refinements** that make motion graphics and visual effects work easier and more efficient.

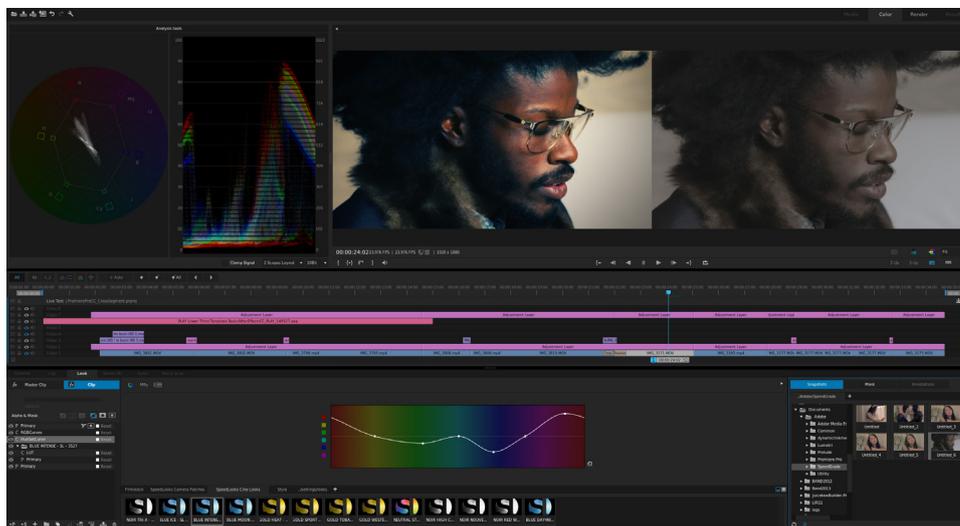
Adobe Prelude CC

Log your metadata while the event is in front of your eyes. Use **keyboard shortcuts** together with your custom tags to prepare content efficiently—and without typos. Deliver media that gives your editor a running start for a faster turnaround in postproduction. Add **In and Out points** more efficiently and apply **transitions** across clips in the Rough Cut timeline. Replace, or augment, camera audio with new support for **multiple audio tracks**.

Adobe SpeedGrade CC

Working with Looks in SpeedGrade has never been easier: **hover to preview Looks** in the main image Monitor, and click to apply. Add **Curve adjustments** by adding and dragging points on a curve. Use Curve grading layers on their own or in tandem with the other SpeedGrade color correction tools. With **Grading Layer Grouping** you can group and name parts of your overall Look, combine Looks, or copy and paste selected grading layers. Add 4K monitoring with **Enhanced Mercury Transmit**, including new support for Blackmagic video cards.

SpeedGrade CC offers Direct Link integration, providing native support for Premiere Pro projects, including new audio support, improved performance with masks, and significantly faster tracking.



Adobe Media Encoder CC

Render and deliver your work in one fell swoop with **Destination Publishing**: Add preset options for FTP sites, or your local Creative Cloud folder. Send to multiple locations and track rendering and upload in the same panel. Automate transcoding of all of your project files at once by dragging Premiere Pro or Final Cut Pro XML projects into your **Watch Folder**.

Adobe Audition CC

Open virtually any **video format**, including RED, XDCAM, MXF, and others. Video files now load faster and play more smoothly. Minimize background noises while amplifying and **leveling speech** with a powerful new Target Dynamic Range parameter providing even better volume leveling for spoken content. Read and add notes to audio files with **iXML metadata support**.

Adobe Story CC Plus

Customize text boxes so that notes and comments stand out and **assign numbers to camera shots** to align with your scene order.

Adobe Anywhere

Adobe Anywhere for video adds robust **collaboration support for After Effects** users and brings refinements to the **Adobe Anywhere app for iPad**, including new scrubbing gestures and sorting options. A new **streaming API** allows facilities and broadcasters to integrate content from Adobe Anywhere into a variety of user experiences on the web or mobile devices.



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