

NAB 2017  
Adobe Creative Cloud  
pro video tools

# Power Your Creativity



## Adobe Creative Cloud

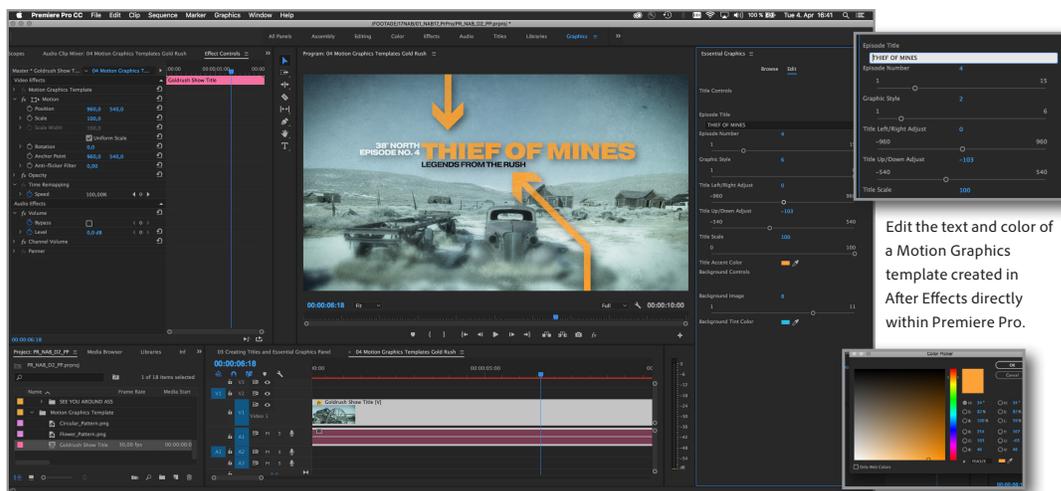
Creative Cloud gives you all of the Adobe video tools, along with industry-leading design, web, and photography apps. With frequent updates, training resources, amazing mobile apps, powerful collaboration tools, and access to your content from almost anywhere, Creative Cloud puts everything you need at your fingertips. [www.adobe.com/go/video](http://www.adobe.com/go/video)

Creative Cloud gives you the power to create, collaborate, and streamline your video workflow from start to finish. Building on 25 years of proven technologies, Adobe showcases new features for graphics and titling, polishing audio, refining color, sharing assets, and brings them together with performance and efficiency improvements to keep your projects on track and you in the creative zone.

**The Power to Create**—Bring your creative vision to life faster than ever with a range of innovative new features, like the Essential Graphics and Essential Sound panels, which bring the capabilities of advanced, dedicated Adobe applications into your Premiere Pro editing workflow without you ever having to leave your timeline. Plus, get new post-production features that deliver the results you want while giving you the performance you require.

**Seamless Collaboration**—Simplifying collaboration dramatically boosts productivity for creative teams and enterprise production environments. Team Projects (beta), built right into Premiere Pro and After Effects, makes collaboration as easy as editing on your own, including support for Dynamic Link and Adobe Media Encoder. Just open up a shared project and work the way you're used to working—alongside your collaborators, wherever they are based.

**Streamlined Workflow**—Work more efficiently with enhanced integration between Premiere Pro and After Effects or Audition, broad native and proxy format support, including VR, HDR and UHD media. Built-in access to Adobe Stock allows you to sell content, or purchase assets without leaving your production tools.



Edit the text and color of a Motion Graphics template created in After Effects directly within Premiere Pro.

**Motion Graphics templates** After Effects compositions can now be packaged as Motion Graphics templates, shared via Creative Cloud Libraries, and opened in Premiere Pro. Editors can then change variables like text and color without changing the overall aesthetic. Motion Graphics templates can also be created in Premiere Pro with text, shape, and clip layers.



### **Adobe Premiere Pro CC**

Experience a modern, intuitive way to create titles and motion graphics with the Essential Graphics panel and new Type tool in Premiere Pro. Utilizing familiar text options like those in Photoshop, the Essential Graphics panel gives you the controls to change font, size, and color of text and graphics. Add effects or motion to titles or shapes in the Effects Control panel, and save as a Motion Graphics template and share via Creative Cloud Libraries.

The Essential Sound panel provides an intuitive audio editing experience that focuses on creative intent, rather than technical know-how with guided workflows for mixing and refining specific types of audio content including Dialogue, Music, Sound FX, and Ambience. Favorite Audition effects like Surround Reverb, Mastering, and Stereo Expander are now available in Premiere Pro. Send keyframes, audio effects, and settings from the Essential Sound panel to Audition without rendering, and get full compatibility between the panels in the two apps. Sell your video and earn best-in-class royalties on your videos by contributing to Adobe Stock through a Destination Publish workflow inside Premiere Pro and Adobe Media Encoder. Expanding on its VR support, users can now output ambisonic audio for VR-enabled platforms such as YouTube and Facebook.

### **After Effects CC**

Build lower-third titles, brand identities or other graphics as Motion Graphics templates for Premiere Pro in the Essential Graphics panel. Editors working in Premiere Pro can change variables like text, color, layout and mood without changing the overall aesthetic. Camera Shake Deblur salvages otherwise unusable shots due to camera bumps or undesirable motion blur that can remain when using stabilization tools. Apply accurate color adjustment to compositions with the aid of integrated Lumetri Scopes: Vectorscopes, Histogram, Parade, and Waveform. New to the GPU-accelerated effect list are Fractal Noise, Levels, and Fast Box Blur, giving you the classic look of Gaussian Blur (Legacy) and Fast Blur on the GPU. After Effects now supports Indian language scripts and others that read from right to left, such as Arabic and Hebrew.

### **Character Animator CC (beta)**

Create instant walk animations from a single profile pose simply by tagging your character's legs, arms, and body with Walk cycles. With the Viesme editor, make the mouth shape of your puppet correspond more precisely to recorded audio, and easily fix lip-sync mistakes. Send your character to an external device or second monitor using Mercury Transmit and connect to streaming applications to broadcast your character on Facebook Live or YouTube Live. Add visual interest to a puppet's appearance by controlling how a layer interacts with the layers beneath it with new Blend modes. Move through the animation process with four new workspaces: use Start to design your puppet from a template; Rig to animate your puppet; Record to create voiceover and movement; and Stream to create professional live output.

### **Adobe Audition CC**

Break out multi-channel files into separate clips in Multitrack, or pick and choose custom channel configurations for new clips. Audition now offers a visual keyboard shortcut editor, making it a breeze to find, modify, and create custom keyboard shortcuts for any command. Native support for the popular and powerful Presonus FaderPort hardware controller puts an inexpensive and responsive audio mixer on every desktop, while taking up less space than a mousepad.

### **Adobe Media Encoder CC**

Adobe Media Encoder allows you to browse Team Projects (beta) in the Media Browser and encode media in a Team Project such as file media, Premiere Pro sequences and After Effects compositions, directly in Adobe Media Encoder. Support for Color Profiles from After Effects sources are now available while giving you the option to relink assets in sequences. Render while you continue to work in Premiere Pro and leverage streamlined bit depth and alpha channel settings.

### **Team Projects (beta)**

Team Projects (beta) now supports Dynamic Link between Premiere Pro and After Effects so you can skip intermediate rendering and iterate faster.

### **Creative Cloud**

Access all Adobe professional video applications, as well as Photoshop, Illustrator, and other creative applications with your Creative Cloud subscription. Get easy and constant access to your graphic assets through the Creative Cloud Libraries panels built into After Effects and Premiere Pro. Use Adobe CreativeSync technology to keep all your creative assets—media, Looks, and more—up to date and instantly available wherever you need them—across desktop, mobile, and web apps.



**Adobe**

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