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## **MEDIA ALERT**

# **Adobe Premiere Pro CS3 Adds Support for Panasonic P2**

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## **Editing Software Now Provides a File-based Tapeless Workflow For HD Video**

IBC 2007, AMSTERDAM — Sept. 6, 2007 — Adobe Systems Incorporated (NASDAQ: ADBE) today unveiled native support for the Panasonic P2 camera format in Adobe® Premiere® Pro CS3 software. Adobe Premiere Pro now provides a true file-based workflow without transcoding or rewrapping, maintaining the rich metadata in P2 content and completing a software-only High Definition (HD) workflow – from capture to output. Adobe will demonstrate the P2 editing workflow during IBC 2007 Exhibition at Hall 7, Stand 721 in the RAI Convention Center, Amsterdam, September 7-11. This compatibility update will be made available to all Adobe Premiere Pro CS3 customers in the next few weeks.

Panasonic P2, introduced in 2003 by Panasonic Broadcast, is a solid state storage format for video production that eliminates tape from the workflow, reducing the time it takes editors to find a specific scene and eliminating the need to digitize footage from tape. Ideal for production and post-production, the P2 DVCPROHD format uses a proven 4:2:2 codec for highest quality results, and provides video professionals a cost-effective, efficient workflow that complements the editing efficiency of Adobe Premiere Pro CS3.

“Premiere Pro CS3 and Adobe Creative Suite 3 Production Premium have shaken up the industry and our goal is to deliver the best, most integrated, cross-platform video suite around,” said Jim Guerard, vice president of Dynamic Media at Adobe. “Our professional video products will integrate file-based camera formats, such as Panasonic P2, that are rapidly replacing tape in the broadcast and post-production workflow because of the speed, capacity and efficiency that allow editors to deliver projects faster.”

### **Native Support for P2 File Handling**

Because Adobe Premiere Pro does not transcode or rewrap the P2 format into another file format, editors shorten the video acquisition process and have the flexibility to edit footage in the native MXF format. This not only helps retain valuable metadata information but also enables users to export back to P2 cards and permit playback via satellite uplink using Panasonic P2 equipment. Editors can mix other file formats freely within the Adobe Premiere Pro timeline, combining content from multiple sources.

“Customers shooting video with our Panasonic P2 cameras enjoy speed, mobility, performance and convenience,” said Tadao Shimozuru, director of professional AV systems Business Unit at Panasonic. “Adobe Premiere Pro CS3

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complements these production benefits beautifully, forming the hub of a highly integrated P2 production workflow. With native import and editing combined with the ability to output back to the P2 card, this update allows Adobe Premiere Pro CS3 users to realize the full power of the P2 workflow.”

### About Adobe Premiere Pro CS3

Available for both Windows® and Mac OSX, Adobe Premiere Pro CS3 software makes every step of high definition video production more efficient, and includes both Adobe OnLocation™ CS3 software for direct-to-disk recording and on-set monitoring and Adobe Encore® CS3 software for authoring to Blu-ray Disc, DVD and interactive SWF files for the Web.

Adobe Premiere Pro CS3 is part of the Adobe® Creative Suite® 3 Production Premium software, a complete and integrated post-production solution. Production Premium offers unprecedented levels of integration across major new releases of its video, audio and Web software and combines: Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Photoshop® CS3 Extended, Adobe Flash® CS3 Professional, Adobe Illustrator® CS3, Adobe® Soundbooth™ CS3, Adobe Encore® CS3 with Dynamic Link, Adobe Stock Photos, and Version Cue. Adobe OnLocation CS3 (Windows® only\*) and Adobe Ultra® CS3 (Windows only) are also included in the box. Post-production and rich media professionals now have a complete, cross-platform, integrated workflow that enables them to create and deliver visually innovative projects for film, broadcast, Web, DVD, and mobile devices.

### Pricing and Availability

The compatibility update will be delivered free to all Adobe Premiere Pro CS3 customers in the next few weeks. Adobe Premiere Pro CS3 is currently available to customers in the United States and Canada through Adobe Authorized Resellers and the Adobe Store at [www.adobe.com/store](http://www.adobe.com/store). Estimated street price for Adobe Premiere Pro software is US \$799 for the full version and US \$299 for upgrades. For more detailed information about features, upgrade policies and pricing, please visit: [www.adobe.com](http://www.adobe.com).

\* For Macintosh users, Adobe OnLocation requires Boot Camp and Windows (purchased separately) or a separate Windows based computer.

### About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

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