

ADOBE® PREMIERE® EXPRESS

Adobe Premiere Express software is an easy-to-use video editor based on Adobe Flash® technology that is hosted entirely within your website environment. With Adobe Premiere Express, your website end users can create their very own remixes by combining video clips, audio, photos, graphics, and transitions with drag-and-drop ease. Since Adobe Premiere Express is based on Flash technology, it requires no additional downloads and works across browsers and platforms. Once created, remixes can easily be shared via e-mailed links or by embedding video remix URLs in social networking or blog pages.

Adobe Premiere Express top benefits

Increase site revenue

Monetize the user video remix and playback experience by creating branded rich media marketing campaigns based on Adobe Premiere Express, such as contests, video roll advertising, and display ads.

Improve stickiness

Adobe Premiere Express provides your users new capabilities to edit videos and create cool remixes that combine video, audio, and images. Since it's fun and easy to create remixes, users typically spend more than 15 minutes per session.*

**Based on extensive user research*

Attract new users and drive site traffic

Users can share links or embed their video remixes in other websites, effectively marketing your site's capabilities and spurring viral growth.

Control remix policies and distribution

You control the policies of how users create remixes, including access to assets, features, the ability to upload user-generated content, and type of campaign, among others. In addition, since Adobe's technology streams video remixes, Adobe Premiere Express enables you to retain viewers and protect the media assets of your site and your advertisers.

Adobe Premiere Express is easy to use for everyone

Adobe Premiere Express directly addresses the four primary obstacles that typically prevent consumers from editing video clips before posting them to online sharing sites:

- **Video editing software is too difficult to use**—Adobe Premiere Express features a simple drag-and-drop interface.
- **Video editing is too time consuming**—There is no learning curve with Adobe Premiere Express. Users can make edits and view them instantly.
- **Video editing software is too expensive**—Adobe Premiere Express is free to the end user.
- **Video editing software is not accessible when users want to edit their videos (immediately prior to upload)**—The Flash based application is accessible online, across browsers and platforms.

Top features

- **Video:** Remix and reorder clips. Split and trim clips. Create photo slide shows.
- **Audio:** Perform basic video syncs.
- **Titling:** Create standard text composites.
- **Transitions:** Include transitions between scenes.
- **Borders:** Add traditional or skewed borders.
- **Graphics:** Overlay photos and videos with animated and nonanimated graphics.

End user requirements

Adobe Premiere Express is compatible with Microsoft® Windows® XP and Mac OS X and requires Adobe Flash Player 9, already installed on most users' desktops. It works with Internet Explorer 6 or 7 or Firefox 1.5 or 2.0 on Windows and Safari 2.0 or Firefox 1.5 or 2.0 on Macintosh.

For more information

For more details on becoming an Adobe Premiere Express partner, e-mail expsales@adobe.com.



Adobe

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

Adobe, the Adobe logo, Adobe Premiere, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac OS and Macintosh are trademarks of Apple Inc., registered in the U.S. and other countries. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2007 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
9/07