

ADOBE® CREATIVE SUITE® 3 PRODUCTION PREMIUM FOR AVID LIQUID™ EDITORS



Adobe Creative Suite 3

Production Premium combines Adobe Dynamic Link, Adobe Bridge CS3, Adobe Device Central CS3, and Adobe Acrobat® Connect™ with:

- 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

And also includes:

- Adobe OnLocation™ CS3* (Windows only)
- Adobe Ultra® CS3 (Windows only)

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

Adobe software is an indispensable part of every film and video professional's toolkit, with thousands of new users adopting Production Premium every week. Learn how this cross-platform solution can enhance your workflow if you're currently editing with Avid Liquid.

Whatever your editing platform today, the new Adobe® Creative Suite® 3 Production Premium software can enhance your workflow by expanding your creative options and offering forward-looking solutions not available in other tools. With tools that help you solve a surprising variety of challenges, from producing Blu-ray Discs and delivering your work on the web, to streamlining the process of gathering client input, Adobe Production Premium is a uniquely open and flexible cross-platform solution for every phase of post-production. Highly attractive upgrade pricing from Photoshop, After Effects, and other Adobe products makes adding Production Premium to your toolkit a cost-effective option.

Top Reasons to Buy Production Premium

Complete solution for video post-production

Now available for both Mac and Windows®, this complete audio and video post-production solution combines Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Photoshop® CS3 Extended, Adobe Flash CS3 Professional, Adobe Soundbooth™, Adobe Encore® CS3, Adobe Illustrator® CS3, and Adobe Device Central CS3 with the timesaving workflow features Adobe Dynamic Link and Adobe Bridge. Also includes Adobe OnLocation CS3 (Windows only)* and Adobe Ultra CS3 (Windows only).

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

A unified design environment for higher productivity

Get up to speed quickly and work efficiently thanks to standardized user interface elements throughout Production Premium, such as workspace panels that dock and group; custom workspaces; and common commands, tools, and keyboard shortcuts.

No more intermediate rendering thanks to Adobe Dynamic Link

Move back and forth between Adobe After Effects and your Adobe Premiere Pro or Encore timeline—changes you make in After Effects automatically update without rendering, so you can see them in the context of your edit.

"From increased integration to a consistent interface, the look and feel of all these applications is simply better. Add dramatic speed increases, fair upgrade pricing, and a ton of new features and the Creative Suite 3 Production Premium bundle is well worth looking at."

- Richard Harrington, DV Magazine, June 2007

"Real-time editing in Adobe Premiere Pro makes it easier to time video to the music with extreme precision, a crucial capability in working with top musicians."

-Jason Harvey, Assistant Director and Lead Video Engineer for Madonna's Confessions Tour

Superior integration with other Adobe applications

Enjoy enhanced integration among Adobe Production Premium components, with native Photoshop file support in After Effects, Adobe Premiere Pro, Encore, and Illustrator; shared compositions and timelines between After Effects and Adobe Premiere Pro; common effects in After Effects and Adobe Premiere Pro; copy-and-paste and drag-and-drop compatibility among software components; Edit Original functionality; and more.

Export your DVD projects to interactive Flash (.SWF) experiences

Author an interactive DVD interface once and then export the same project to high-definition Blu-ray Disc, standard definition DVD, and as a ready-to-go site created using Flash technology.

Direct-to-disk recording and on-set monitoring with Adobe OnLocation CS3

Get the best video quality out of your camera and record footage directly to disk with Adobe OnLocation CS3, eliminating the time-consuming and tedious capture process. Maximize camera image quality during shoots by using Adobe OnLocation to quickly calibrate your camera, check levels, and monitor your signal. The virtual reference monitor, waveform monitor, vectorscope, and audio spectrum analyzer help you avoid problems and improve quality when shooting. Run Adobe OnLocation on a MacBook using Boot Camp or install it on a Windows-only laptop.

New dimensions in image editing with Photoshop CS3 Extended

Open video clips directly in Photoshop so you can use the healing brush, color correction tools, and more—all on a familiar timeline. Using the onion skin feature, paint and clone over multiple frames. Handle color grading of a reference frame or an entire clip using familiar tools such as Levels, Hue/Saturation, Curves, and Color Balance. Export FLV video files, QuickTime or AVI movies, image sequences, and much more.

Efficient delivery of content to more people with Adobe Flash export

Streamline the process of encoding video and audio for your Adobe Flash® projects with new FLV export. Create compact, vector-based SWF animations that include sophisticated text animations and shape morphing. Export directly from Adobe Premiere Pro to FLV for optimal web viewing of live-action video.

Accelerated reviews using Clip Notes

Expedite review cycles and minimize the ambiguity of client feedback. Embed your video content into a special PDF file that you can e-mail or FTP to your client or others for review. Using an intuitive interface, your reviewers simply add frame-specific comments and then return a small comment file. When you import the comments into Adobe Premiere Pro CS3 or After Effects CS3, comments appear on the Timeline as markers.

Extensive DVD and Blu-ray Disc options

Create high-quality, menu-driven DVDs and Blu-ray Discs with Adobe Encore CS3. Make full-resolution, interactive DVDs and Blu-ray Discs for digital dailies, test discs, or final delivery.

Fast, intuitive audio editing and creation

Use the sample-accurate tools in Adobe Soundbooth CS3 to cut, copy, paste, fade and stretch audio assets instantly. Clean up production audio by removing hisses, hums, and other background noises, and rescue audio files by removing cell phone rings, barking dogs, and other distracting noises. Or create music tailored to a production: select one of the dozens of included scores and use the AutoComposer to customize it to match your project.

Pristine, high-quality color

Take advantage of 16-bit color, 32-bit high dynamic range (HDR) color, and YUV processing, to achieve the highest color fidelity possible when working on SD, HD, or film projects

"We've been hearing about it for months, and now Adobe has finally put the finishing touches on its Creative Suite 3 Production Premium software, shipping a package that video editors, filmmakers, broadcasters and DVD authors are going to love."

- Charlie White, Gizmodo, July 2, 2007

"Adobe Premiere Pro is screamingly fast and offers a rich feature set that surpasses previous versions of Adobe Premiere."

- Jason Harvey, Assistant Director and lead video engineer for Madonna's Confessions Tour

in Production Premium. Use 32-bit float high dynamic range (HDR) files in After Effects and Photoshop. Work with 16-bit Photoshop color files in After Effects compositions and Adobe Premiere Pro timelines. Employ 10-bit YUV video color for SD or HD footage in Adobe Premiere Pro.

Work easily with Flash

In After Effects, preserve vectors from animations created in After Effects for lean and clean delivery, and encode FLV files more easily. Import SWF files as vectors with alpha channels preserved and batch render FLV files with embedded cue points. When using Adobe Premiere Pro, automatically convert timeline markers into Flash cue points that can be used to trigger interactivity during playback.

Easy video production and preview for mobile devices

Export 3GP and H.264 video for mobile phones, iPods, iPhones, and PSP systems, and other mobile devices, and use Adobe Device Central to preview the results for supported devices, simplifying the mobile authoring workflow.

Powerful, easy-to-use media manager

Adobe Bridge CS3 is a powerful, easy-to-use media manager for visual people. Preview and apply animation presets in After Effects, run batch processes in Adobe Premiere Pro, check out newly posted Soundbooth sound effects and scores, and much more.

Avid Liquid Editors' Frequently Asked Questions about Adobe CS3 Production Premium

What is editing performance like with Production Premium?

Production Premium has industry-leading productivity and speed from real-time Adobe Premiere Pro, as well as tight integration from all the other applications. With real-time playback, you can play multiple video channels at full resolution and with titles, transitions, effects, and color correction, without rendering or additional hardware. The number of channels may vary based on system performance.

Using Production Premium on a Matrox RTX2 or AXIO system provides even higher performance levels with more real-time layers of video and graphics in HD and SD and more real-time effects including broadcast-quality 3D, plus native support for additional codecs including DVCPRO HD, offline HD, MPEG-2 I-frame in HD and SD, DVCPRO, and DV50, and accelerated exports to all multimedia formats including video for Flash Player.

Will using Production Premium help me work faster?

Yes, the extensive integration between the components of Production Premium, and workflow features Dynamic Link and Clip Notes save time at every step of the process so you can work at peak efficiency.

Benefit from productivity gains with enhanced integration among Production Premium components, including native Photoshop file support in After Effects, Adobe Premiere Pro, Encore, and Illustrator; shared compositions and timelines between After Effects and Adobe Premiere Pro; common effects in After Effects and Adobe Premiere Pro; copy-and-paste and drag-and-drop compatibility among software components; Edit Original functionality; and more. A unified interface and integrated workflow make it easier than ever to move projects and files between components.

Innovations such as Dynamic Link and Clip Notes eliminate bottlenecks in your production processes, dramatically accelerating the creative process. Exclusively available in Production Premium, Dynamic Link allows you to edit a composition in Adobe After Effects® software and view your updates instantly in Adobe Premiere® Pro and Adobe Encore® software without having to wait for intermediate rendering. Adobe Clip Notes in After Effects and Adobe Premiere Pro streamlines the review and approval process. Export your work into a

“Adobe Premiere Pro digitized the footage for Superman Returns reliably and flawlessly from an imaging standpoint. Every single frame of this film was touched by us and in turn by Adobe Premiere Pro.”

Scott Anderson, Digital Sandbox owner and President, Visual Effects and Imaging Supervisor, Superman Returns

shareable Adobe PDF file that enables anyone with Adobe Reader® software to make timecode-accurate comments. When you import the comments into After Effects or Adobe Premiere Pro, they appear as markers on the timeline.

Whatever your workflow today, Adobe Creative Suite 3 Production Premium complements it by integrating smoothly with the other tools you already rely on.

How precise are the applications in Production Premium?

All of the components in Production Premium have the precision required to deliver top quality results.

- **Audio with sample-level editing:** Adjust audio clips with a precision of up to 1/96,000 of a second. Set precise L- and J-cuts. Eliminate small pops, crackles, and other unwanted audio elements.
- **Precise editing with comprehensive VTR support:** Control video decks through RS-422 and RS-232 serial protocols or FireWire for precise batch capturing, recapturing, and insert editing.
- **Pristine, high-quality color:** Take advantage of 16-bit color, 32-bit high dynamic range (HDR) color, and YUV processing, to achieve the highest color fidelity possible when working on SD, HD, or film projects in Production Studio. Use 32-bit float high dynamic range (HDR) files in After Effects and Photoshop. Work with 16-bit Photoshop color files in After Effects compositions and Adobe Premiere Pro timelines. Employ 10-bit YUV video color for SD or HD footage in Adobe Premiere Pro.

Does Production Premium work with industry standards?

You can edit virtually anything with Production Premium. Choose from a wide range of capture cards and other hardware to build the HD, HDV, SD, or DV editing system that exactly meets your needs and budget.

- **Native broad support for industry standards and formats:** Smoothly integrate Production Premium into your existing workflows with support for today's standards and formats, including Adobe Flash® (SWF and FLV), AAF, OMF, EDL, VST, ASIO, PDF, PSD, AI, EPS, MPEG, TIFF, TGA, JPEG, FireWire, WAV, BWF, AIFF, MP3, AVI, Windows Media, QuickTime, Real, and more.
- **Unmatched camera and format support, natively and through partners:** Adobe Premiere Pro offers broad support for common cameras from JVC, Panasonic, Sony, and Canon, and a wide variety of standard- and high-definition formats, including DV, HDV, P2, DVCPRO HD, HDCAM, and uncompressed HD, either natively or through partners.

For more information on the options for bringing common SD and HD formats into Adobe Premiere Pro CS3, check out this chart: http://www.adobe.com/products/premiere/pdfs/premiere_pro_formatguide.pdf

Who uses Production Premium?

Adobe Production Premium is used by all kinds of video professionals, helping them deliver stunning results for film, broadcast, DVD, Web, and mobile devices. As the industry's most comprehensive collection of integrated cross-platform post-production software tools, Production Premium trusted by the best in the business.

Adobe Premiere Pro offers support for high-end workflows, including:

- **Feet + Frames timecode:** Display timecode for 16mm and 35mm film as standard Feet + Frames nomenclature.
- **Support for 4,096x4,096 frames:** Import, edit, and output 4K image sequences with dimensions up to 4,096x4,096 pixels.

“For Dust to Glory, we had a plethora of formats integrated into the rough edit and subsequently the conforming of the final edit of the movie. When it came time to complete the edit and make our film print we were able to use sequences that not only contained captured HD footage, but also MiniDV clips, M2T Mpeg files, Uncompressed Quicktime files as well as TIFF’s and JPEG’s. There were many shooting methods and formats being employed, but Premiere Pro’s ability to allow us to continue editing with whatever we threw at it enabled us to concentrate on telling the story and getting the highest quality output without technological constraints.”

Jacob Rosenberg, filmmaker and consultant,
Formika Films

- **16:9 preview to 4:3:** Preview widescreen footage on a 4:3 monitor or lay off to a 4:3 tape or DVD with real-time letterboxing. Ensure that your 16:9 material looks right during playback.
- **Digital intermediate workflow:** Capture and edit HD or up to 4K scanned files, consolidate and manage projects, and work efficiently with Adobe After Effects® and Photoshop® software.

Can I mix formats on the timeline?

Yes, mixing formats is a core benefit. Adobe Premiere Pro can mix content of different formats and resolutions freely on the timeline.

How expensive is Adobe Production Premium?

Production Premium is already a fantastic value, but you are most likely eligible for attractive upgrade/upsell pricing. You can save even more money if you own Photoshop 7.0, CS, or CS2, After Effects 5.x, 6.x, or 7.x Professional, or any version of Adobe Premiere or Adobe Premiere Pro. For example, if you have Photoshop CS; then Production Premium is only \$1199.

Adding Adobe CS3 Production Premium to your workflow

You’ll find a variety of resources available to help you get up and running quickly on Production Premium.

Built-in support for switching

Customize Adobe Premiere Pro keyboard shortcuts to match the ones in Avid Liquid or to suit your preference.

Complete video-based training program included in the box

Leading video professionals and Adobe experts show you how to use the Production Premium components together, key techniques, and outline some of the great new features found in each application.

Adobe Help Center

Search for any topic in this online help resource for all Production Premium components at the same time. For example, search for “markers” and see a list of relevant help topics for After Effects, Adobe Premiere Pro, Soundbooth, and Encore. Access online tips and tutorials for any Production Premium feature.

Partners and plug-ins

Adobe® Creative Suite® 3 Production Premium is supported by a broad selection of third-party plug-ins and leading industry partners including the OpenHD™ Partner Alliance. As an open, customizable system with broad support for leading post-production hardware, Adobe Premiere Pro CS3 gives you more options to accelerate and extend your editing workflow.

- Third-party plug-ins for Adobe Premiere Pro: <http://www.adobe.com/products/plugins/premiere/>
- Third-party plug-ins for Adobe After Effects: <http://www.adobe.com/products/plugins/aftereffects/>

Adobe Premiere Pro capture and edit options

Adobe Premiere Pro lets you edit every major SD and HD format, from DV to 2K sequences. Visit this webpage for some of the options for bringing common SD formats into Adobe Premiere Pro, and options for HD formats: http://www.adobe.com/products/premiere/pdfs/premiere_pro_formatguide.pdf

"Without a doubt, Adobe's Production Premium CS3 packs the most bang for the buck.... Best of all you're not limited to one application or another. Since it's hard for me to imagine living without Photoshop and After Effects, the option of adding Encore, Illustrator, Premiere Pro, and Soundbooth for another \$50 is too attractive to pass up."

Frank Capria, DV Magazine, September 2007

Third-party hardware compatibility

Get Adobe Premiere Pro CS3 and Encore CS3 compatibility information for popular hardware devices such as cameras, capture cards, sound cards, and DVD and Blu-ray Disc burners: <http://www.adobe.com/products/premiere/dvhdwrdb.html>

Tips, techniques, and training

Visit the Adobe Design Center on www.adobe.com for techniques, tutorials and inspiration, or check out the list of training books on Adobe software: <http://www.adobe.com/training/books/>

Learn more from online seminars: <http://www.adobe.com/products/creativesuite/seminars/> and OnDemand seminars: http://www.adobe.com/cfusion/event/index.cfm?event=list&loc=en_us&type=ondemand_seminar&product=&interest=int_video_audio

Check out our weekly series of "CS3: Creative License" video podcasts available on iTunes. This entertaining and informative series will include candid conversations with Adobe executives, insight from product experts, and the latest information on innovative products from Adobe, including the new Creative Suite 3 family. Join us for an Insider's look at Adobe!

Find an Adobe training center near you: http://partners.adobe.com/public/partnerfinder/tp/show_find.do

Subscribe to the free online Adobe Magazine for Creative Professionals: www.adobemagazine.com, and discover fresh insight and tutorials from the wide world of visual communications. You'll see work that's breaking new ground, get an insider's perspective on how it was created, and find new ideas and tools to enhance your own projects.

Community support

Adobe Online Forums are for the Adobe community's peer-to-peer product discussions: <http://www.adobe.com/support/forums/index.html>

Find a user group near you: <http://www.adobe.com/cfusion/usergroups/index.cfm>

Adobe Premiere Pro online user group: <http://www.pproug.org/>

Try it yourself: Download a free trial version

Discover why thousands of film and video professionals are using Adobe Creative Suite 3 Production Premium software by ordering a 30-day trial DVD of Production Premium, or downloading free 30-day trial versions of Adobe Premiere Pro, Adobe After Effects CS3 Professional and Adobe Soundbooth CS3: <http://www.adobe.com/products/creativesuite/production/trial/>

With Production Premium, you can take your workflow to the next level and reach the widest possible audience by delivering content to film, video, DVD, Blu-ray Disc, the web, and mobile devices.

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.

For more information

For more details about Adobe Creative Suite 3 Production Premium, visit www.adobe.com/go/creativesuiteproduction.



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