



For immediate release
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Adobe Ships After Effects 5.0

Powerful New Features and Third Party Plug-ins Enhance Creative Options

(Nasdaq: ADBE)—Adobe Systems Incorporated, the leader in network publishing, is now shipping Adobe® After Effects® 5.0, its award-winning motion graphics and visual effects software. After Effects boasts an open architecture that allows third party developers to create specialised plug-ins that expand creative options for the user.

Adobe After Effects 5.0 software offers enhanced productivity, a streamlined workflow and tight integration with other Adobe products, such as Adobe Premiere®, Adobe Photoshop® and Adobe Illustrator®. New features including 3D compositing and expressions, allow After Effects users to work more efficiently and achieve professional results for film, video, multimedia, and the Web.

“This is a must-have upgrade,” said Ray McIntyre, Jr, vice president of Pixel Magic. “Adobe After Effects 5.0 has many new features that will allow me to efficiently produce stunning motion graphics and visual effects. I’m also looking forward to taking advantage of the new plug-ins.”

New third-party plug-ins

Adobe After Effects offers more third party plug-ins than any other compositing software. These companies offer a variety of new professional tools for After Effects 5.0 users.

(more)

Automatic Duck's powerful Automatic Composition Import plug-in takes only seconds to import an OMF composition file from an Avid system. Effects are translated, media is imported, and the timeline is recreated as a composition in After Effects, all in one-step. (www.automaticduck.com)

The Foundry's Tinderbox series is a comprehensive group of filters for the After Effects professional. Tinderbox 2, scheduled for release at NAB, is a collection of 20 new effects including a very fast camera defocus, paint, lens flares, radial blurs, glows, grain tools, star generators and newsprint. The Tinderbox products also take advantage of the new 16-bit per channel colour capabilities in After Effects 5.0. (www.thefoundry.co.uk)

RE:Vision Effects, Inc. has added 16-bit per channel support for ReelSmart Twixtor. Twixtor intelligently slows down, speeds up or changes the frame rate of image sequences. The new version synthesizes unique new frames by warping and interpolating frames of the original sequence, employing RE:Vision's proprietary tracking technology that calculates motion for each individual pixel. (www.revisionfx.com)

Synthetic Aperture's Echo Fire 2.0 displays an After Effects composition or Photoshop document on any NTSC or PAL video monitor. This provides an accurate preview of how a video project will look, without the distortions of colour, gamma, and interlace that occur when previewing on a computer monitor. New for After Effects 5.0, Echo Fire provides real-time video previews with audio. Echo Fire outputs previews through FireWire DV video, as well as through video cards from Digital Voodoo, Pinnacle Systems, Aurora Video Systems and others. (www.syntheticaperture.com)

Digital Anarchy's Elements of Anarchy: Text, is a package designed to easily create text background elements. Filters can generate text randomly or apply user-specified text and use TrueType or Postscript Type 1 fonts. The three filters create path-based streams of text based on a particle system, grids of characters and scrolling text. (www.digitalanarchy.com)

Pricing and Availability

Adobe After Effects 5.0 is available immediately in the UK for approximately £525 + VAT for the Standard version and £1225 + VAT for the Production Bundle version. Customers can upgrade from previous versions of the Standard version for £155 + VAT and from previous versions of the Production Bundle for £229 + VAT.

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About Adobe Systems

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, California, Adobe is the second largest PC software company in the U.S., with annual revenues exceeding \$1.3 billion.

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