Top 10 Reasons to use Adobe Premiere Pro CC

Edit video with greater speed and precision with Adobe Premiere Pro CC, the industry leading nonlinear editing application. Offering a clean, easily customizable interface, native support for a huge range of file formats, as well as lightweight proxy workflows, Premiere Pro CC lets you move through projects faster and deliver your best work, even on the tightest deadlines.

1. Deep Adobe integration
Premiere Pro CC is deeply integrated with other Adobe Creative Cloud applications, so you can easily move assets between After Effects CC, Photoshop CC, Illustrator CC, Audition CC, and Adobe Media Encoder CC. Share assets like Looks, Motion Graphics templates, sound effects and keyframes between projects, among team members and across Adobe applications for easier access and collaboration with Creative Cloud Libraries. Dynamic Link allows you to move seamlessly from Premiere Pro to After Effects or Audition without the need for time consuming intermediate renders. Import Photoshop and Illustrator files with layers and automatically match the frame size and aspect ratio of a Premiere Pro project when creating new content.

2. Broad format support & lightweight proxy workflows
Enjoy time savings and the flexibility of choice. Work cross platform on Windows or Mac OSX natively with high-resolution formats or create lightweight proxies on ingest directly in Premiere Pro or Adobe Media Encoder. Premiere Pro leads the industry with native support for virtually all of the major video, image, and audio formats whether it's a broadcast camera, high-end digital device shooting RAW, mobile device, action camera, DSLR, or almost any other source. When switching from Final Cut Pro 7 or Media Composer, import Avid or FCP projects with a high degree of accuracy. Industry-standard mezzanine codecs, including Apple ProRes, Avid DNxHD, and CineForm, are built right in with Premiere Pro.

3. Best in class editing tools
Edit your way with customizable keyboard shortcuts that are easy to find and adjust with a visual map or default to common NLE keyboard shortcut layouts from Avid Media Composer or Final Cut Pro. Create visual organization in your timeline with 16 label colors. Multicam editing allows you to work with as many cameras as you want and sync entire bins of footage all at once using a variety of synchronization tools including auto-sync by waveform. Trimming and editing tools give you more precision and control while you edit easily and efficiently on an intuitive timeline with track targeting.

Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools, along with industry-leading design, web, and photography apps. Get high performance for editing and motion graphics, easy-to-use color and audio tools, and support for the latest formats all in a single integrated workflow across desktop, touch and mobile. 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

Free online tutorials
Get started on After Effects, Premiere Pro, Auditon and Adobe Media Encoder!

www.adobe.com/go/video

A Complete Post-production Hub

With support for a huge range of native file formats, a new proxy workflow, integrated color, effects and audio workflows, a clean, customizable interface, and versatile output options, Premiere Pro provides a complete post-production hub that will help you deliver your best work for any screen.

4. Stunning color workflows

Work with deeply integrated creative tools to manipulate color and light in new and innovative ways, all the way through the editing process, without leaving the application. The Lumetri Color panel in Premiere Pro allows editors to apply simple color corrections or complex Lumetri Looks using easily ccessed, intuitive sliders and controls. With new HSL secondaries, you can isolate and fine-tune colors, balance whites, and make subtle shade adjustments.

5. Dynamic graphics & titles

Easily create dynamic graphics and titles with Responsive Design elements in the Essential Graphics panel. Select multiple layers, rearrange and adjust layers and their properties, and use familiar controls with the Effects Control Panel for motion and effects. Create titles with powerful editing capabilities directly on the Program monitor. Editors working with Motion Graphics templates created in After Effects can change variables such as text, color, size, layout or mood of the motion graphic without changing the overall aesthetic. Editors can access Motion Graphics templates created by talented professionals in Adobe Stock right in the Libraries panel.

6. Collaborative workflows & services

Premiere Pro offers collaborative workflows for all kinds of team environments with Multiple Open Projects and Project Locking. Work with other editors and assistants on a closed network to collaborate across projects and access the same project simultaneously without concern for overwriting work. Share assets between projects, among team members, and across Adobe applications with Creative Cloud Libraries. With Team Projects, collaborate and share sequences and compositions in real time. Get version control, conflict resolution and Dynamic Link when using Team Projects, built right into Premiere Pro and After Effects, so teams work better together.

7. Professional quality audio

With the Essential Sound panel inside Premiere Pro, editors can designate whether an audio clip is music, effects, dialogue or ambiance and will be presented with straight forward audio parameters to help editors achieve optimal sound quickly. Editors working with audio effects have a wide range to choose from and can rest assured that any audio effects and key-frames added will transfer to Audition via Dynamic Link, eliminating intermediate rendering.

8. Industry leading end-to-end VR/360

Create dynamic immersive experiences with end-to-end workflows for 360/VR content. Chose to edit in the classic VR video mode or use the Adobe Immersive Environment to view, review and scrub through your timeline in a headmount display, while still maintaning the ability to use keyboard driven editing for things like dynamic trimming and adding markers. Ambisonic audio features determine audio orientation based on position not only as it is edited but also for export. Deeply integrated VR effects and transitions deliver clean results across stitched content, including stereoscopic media, without artifacts or seamlines.

9. Peak performance

The Mercury Playback Engine in Premiere Pro delivers an amazingly fluid, real-time editing experience. Premiere Pro supports CUDA on NVIDIA hardware and OpenCL on AMD and Intel IRIS architectures delivering extreme performance for tackling the most demanding projects. The Mercury Playback Engine also offers great performance in software-only mode, and Mercury Transmit allows you to integrate with a multitude of third party IO devices. And because the Mercury Playback Engine leverages all of your system's resources, it accelerates rendering and encoding, reducing the time required to deliver content to your clients.

10. Optimized Delivery

Destination Publishing allows you to render your video with optimized export presets and share directly to popular web locations including favorite social media sites like Behance, Facebook, YouTube, Vimeo or Twitter. Earn best-in-class royalties on your videos by contributing to Adobe Stock through Destination Publish, and ensure top quality theater viewing by creating a Digital Cinema Package (DCP), all from within Premiere Pro and Adobe Media Encoder.

For more information
*www.adobe.com/products/
premiere/switch*

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