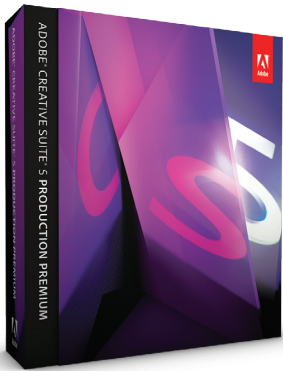


Adobe® Creative Suite® 5 Production Premium

Use high-performance production tools to create engaging content for virtually any screen



Adobe Creative Suite 5 Production Premium combines:

- Adobe Premiere® Pro CS5
- Adobe After Effects® CS5
- Adobe Photoshop® CS5 Extended
- Adobe Illustrator® CS5
- Adobe Flash® Catalyst™ CS5
- Adobe Flash Professional CS5
- Adobe Soundbooth® CS5
- Adobe Encore® CS5
- Adobe OnLocation™ CS5

Additional components:

- Adobe Dynamic Link
- Adobe Bridge CS5
- Adobe Device Central CS5

Integrates with new Adobe CS Live online services*

Meet today's deadlines and tomorrow's challenges with breakthrough performance: Adobe CS5 Production Premium software accelerates workflows from scriptwriting through post-production, delivers the best tapeless workflows available, and integrates with new CS Live online services.

Stay in the creative flow with Adobe CS5 Production Premium as breakthrough performance, integration, and collaborative flexibility sweep aside obstacles in your workflow. Finish your HD projects as quickly as SD thanks to native 64-bit support in Adobe Premiere Pro, After Effects, and Photoshop Extended and the new Mercury Playback Engine in Adobe Premiere Pro. The industry's best tapeless workflow is now even better, with expanded support for new tapeless media including DSLR video formats, giving you access to pristine-quality footage without transcoding or rewrapping. With innovative time-saving features throughout components of Production Premium—from the revolutionary new Roto Brush in After Effects to GPU acceleration in Photoshop Extended and Adobe Premiere Pro—you have the tools you need to speed the entire post-production process.

Turn your project plans into efficient productions using an integrated script-to-screen workflow. Start by developing your script in Adobe Story, a new Adobe CS Live online service* that lets you write scripts by collaborating and creating metadata-rich, production-ready assets with new efficiency. Then in Adobe OnLocation CS5, import your Adobe Story script and automatically transform it into shot lists and relevant metadata. While you're on set, use OnLocation to log, calibrate, monitor, and capture footage directly to disk—you can now log from tapeless cameras. As you log, add metadata that increases productivity at every stage in the production process.

New features in CS5 Production Premium let you express your creativity like never before. In Photoshop Extended, create eye-popping assets using new 2D natural painting and 3D extrusion options. Compose shapes, scenes, and text in accurate linear perspective with Adobe Illustrator CS5. In Adobe Encore, author your DVD interface and then publish to traditional DVD, Blu-ray Disc, or interactive online web DVD. For sharing videos online, take advantage of new Flash Catalyst for easily designing online video portfolios without writing code, or use the industry-standard Flash Professional to add video content to sophisticated interactive experiences.

With powerful enhancements to industry-leading tools for every stage of your workflow, Adobe CS5 Production Premium packs unbeatable speed and unprecedented creative freedom—everything you need to craft great stories.

*CS Live online services are complimentary for a limited time. See the last page for details and limitations related to all Adobe online services.

Top benefits

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With Production Premium, you can:

Work faster with breakthrough performance. Accelerate post-production with industry-leading native 64-bit performance in After Effects, Adobe Premiere Pro, and Photoshop Extended. The new Mercury Playback Engine in Adobe Premiere Pro speeds effects processing and rendering, while GPU-accelerated features in Photoshop Extended speed image cropping, color picking, and brush treatments. The industry's best tapeless workflow just got better with new support for tapeless media, including AVC-Intra, R3D enhancements, and the latest DSLR formats. In After Effects, isolate moving foreground elements from their backgrounds in a fraction of the time using the Roto Brush tool that works much like the Quick Select tool in Photoshop. Finally, when moving assets back and forth between After Effects and Adobe Premiere Pro, save time during iterative cycles, thanks to faster Dynamic Link.

Craft great stories. Create engaging media for screens everywhere using the power of Adobe Creative Suite 5 Production Premium. New features let you express your creativity like never before and help you streamline planning and production workflows. With tools such as OnLocation and Adobe Story, a new Adobe CS Live online service*, you can introduce the power of metadata in preproduction, speeding post-production. Plus, metadata has the potential to make your content more discoverable online, so that compelling stories can engage your audience in new ways.

Collaborate efficiently. Improve communication among production teams and clients using new CS Live online services* including Adobe Story for collaborative screenwriting, CS Review for team online reviews in Photoshop Extended, Illustrator, and Adobe Premiere Pro; and Acrobat.com for sharing project information online. Easily integrate Production Premium with existing workflows by moving projects back and forth between Adobe Premiere Pro CS5 and Apple Final Cut Pro or Avid Media Composer.

Who uses Production Premium?

Video editors and other post-production professionals use Production Premium to assemble compelling stories from live-action video footage, still images, sound, and music. They create independent and feature films, television programs, commercials, and online video content. For video editors, Production Premium is a comprehensive, integrated video production solution. Its specialized, best-of-breed components bring professional capabilities to each aspect of the workflow. Whether your stories are destined for the biggest screens or the hottest websites, Production Premium gives you everything you need to script, plan, shoot, edit video and audio, add effects, and deliver your content anywhere—from mobile devices to Blu-ray Disc media and movie theaters. The extensive capabilities of Production Premium are amplified by the deep workflow integration among components and accelerated by the unbeatable performance of the Mercury Playback Engine, making CS5 Production Premium simply the fastest and most powerful production solution in its class.

Motion graphics designers use Production Premium to create commercials, broadcast graphics, film titles, and other highly designed short-form visual content. Visual effects artists, including animators and compositors, seamlessly composite different elements such as 3D, effects, and live action to create high-impact effects shots. Both choose Production Premium for its professional animation and compositing for effects, naturalistic painting, and versatile all-in-one post-production toolset that includes After Effects, Photoshop Extended, Illustrator, and Adobe Premiere Pro.

Interactive designers use the creative tools in Production Premium to incorporate video, effects, vector art, and images into interactive media projects to produce engaging content using Flash Professional. Interactive designers use Adobe Premiere Pro to ingest and edit video clips, and After Effects to create videos with transparent backgrounds and to bring a cinematic look and feel to their projects. They use Photoshop Extended and Illustrator to produce images and vector artwork to professional standards.

*CS Live online services are complimentary for a limited time. See the last page for details and limitations related to all Adobe online services.

Every day, media and entertainment companies such as BBC, Hearst Television, and Turner Broadcasting depend on the Production Premium toolset to create a cross-location editing environment that is faster, more efficient, and compatible with more formats than legacy broadcast-industry workflows. Production Premium software offers exceptional support for tapeless workflows and provides the foundation for next-generation broadcasting, helping media and entertainment companies and other video professionals make the content they produce more valuable.

Top new features of Production Premium

Breakthrough performance

Work fluidly on HD and higher-resolution projects, and check edits without rendering delays. Dramatic performance gains in CS5 Production Premium are made possible by native 64-bit support and the new Mercury Playback Engine in Adobe Premiere Pro.

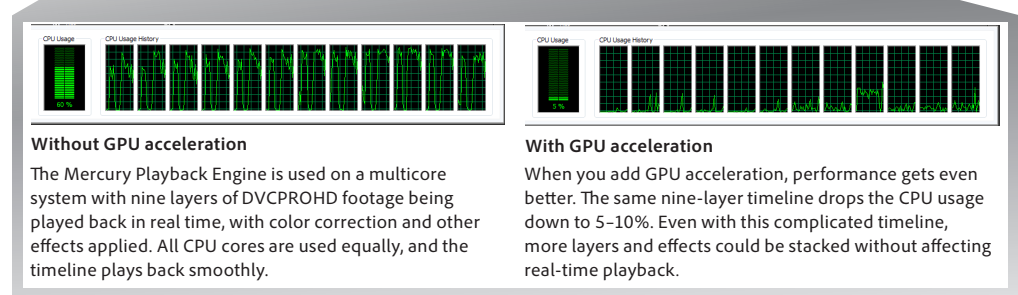
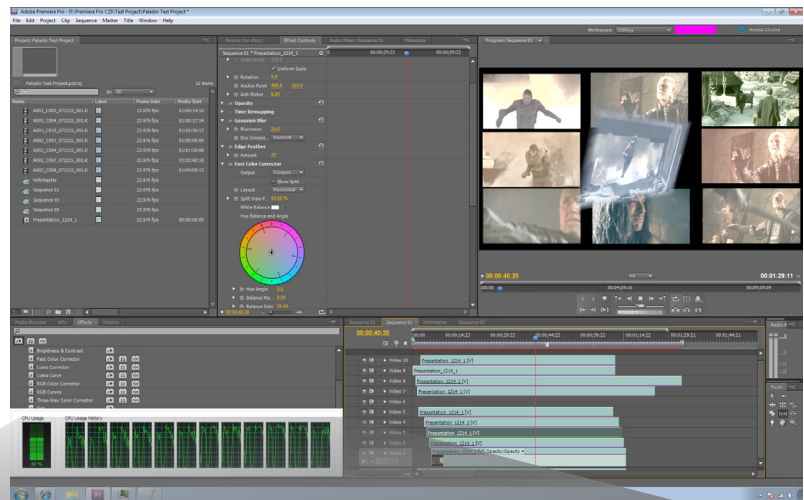
With expanded native 64-bit support, After Effects, Adobe Premiere Pro, and Photoshop Extended make the best use of all available RAM on your system, making it easier to edit complex sequences at HD or higher resolutions. In Photoshop Extended, access to all RAM makes it much easier to edit and apply filters to large images, which is common when creating digital matte paintings and other video-related projects. For After Effects CS5, native 64-bit support has a dramatic, positive effect on the experience of working on deeply-layered high-resolution projects in 32 bit per color (bpc) mode. With After Effects CS5 running on a 64-bit operating system with 32GB of RAM, you can preview a 30-second HD comp at full resolution and at 32 bpc, so that you can evaluate your entire composition at maximum fidelity without interruption.* Beyond being able to preview longer continuous stretches of your project, rendered image frames are more likely to be kept in memory, allowing you to move around a project's timeline or between compositions without losing already-rendered frames. Additionally, memory buffer errors due to RAM constraints are virtually eliminated. These improvements increase productivity, which in turn facilitates creativity.

64-bit operating system required

Both Adobe Premiere Pro CS5 and After Effects CS5 run only on 64-bit operating systems, such as Mac OS X 10.5 or later, Microsoft® Windows® Vista 64-bit Edition, or Windows 7 64-bit Edition. For more information about optimizing performance, see the complete system requirements on the last page of this document.

CUDA Accelerated

The Mercury Playback Engine works hand in hand with NVIDIA® CUDA™ technology that leverages the parallel compute engine in NVIDIA graphics processing units (GPUs) to solve many complex computational problems in a fraction of the time a CPU would take to perform the same task. For a current list of supported video cards, visit www.adobe.com/go/64bitsupport.

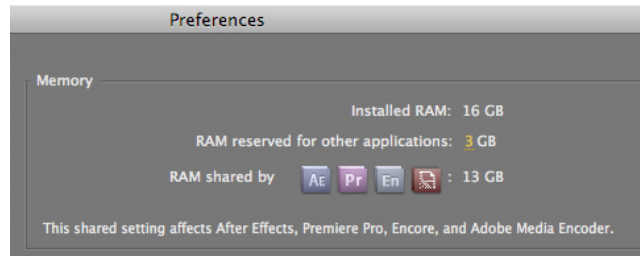


Adobe Premiere Pro CS5 sets a new standard in high-performance editing thanks to the revolutionary Mercury Playback Engine, with or without GPU acceleration.

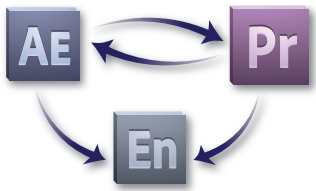
*Preview times are approximate, with no other software or tasks running.

In Adobe Premiere Pro, the Mercury Playback Engine takes advantage of every part of a modern system. Whether you use a Mac or Windows, the Mercury Playback Engine brings native 64-bit, GPU-accelerated support and optimization for multiple-core CPUs. You'll experience smooth responsiveness and instant feedback when in the past you might have expected to wait. Open projects faster, scrub through HD and higher resolution projects fluidly, and handle long-form content and effects-heavy sequences with rock-solid stability. You'll usually see results instantly when keying with the new Ultra keyer, scrubbing through transitions and effects, performing multiple color corrections, and applying Gaussian blurs and blend modes. These performance enhancements also help Adobe Premiere Pro render final output much faster than before.

In Adobe Creative Suite 5 Production Premium, you can coordinate RAM allocation for After Effects, Adobe Premiere Pro, Adobe Encore, and Adobe Media Encoder thanks to cross-component memory management. You can make the most of your system resources without learning complex memory-management settings.



Adjust RAM usage for Production Premium components using new shared memory management settings.



Dynamic Link is faster between After Effects CS5 and Adobe Premiere Pro CS5, and is also supported in both directions between those two components. You can also use Dynamic Link between Encore and either After Effects or Adobe Premiere Pro.

Dynamic Link—now faster in CS5—lets you work between Production Premium components and stay in the creative flow by eliminating the need to render files when you make changes to assets—whether you're editing an After Effects composition that appears as footage in Adobe Premiere Pro or bringing an edited Adobe Premiere Pro sequence into After Effects to perform color correction or add visual effects. You can use Dynamic Link to insert an effects sequence from After Effects into an Adobe Premiere Pro timeline, use an Adobe Premiere Pro timeline as a layer in an After Effects composition, or import After Effects compositions or Adobe Premiere Pro sequences into Encore for DVD authoring.

The industry's best tapeless workflow

Expanded native support for tapeless media, including the latest DSLR video formats, makes the industry's best tapeless workflow even better in CS5 Production Premium. Edit native tapeless footage immediately after transferring it from the camera, avoiding transcoding or rewrapping of footage. You save valuable time and preserve the pristine quality of the original capture along with camera metadata. New support for XDCAM HD 50, AVCCAM, DPX, and AVC-Intra as well as enhanced RED support builds on existing support for P2, XDCAM EX and HD, and AVCHD. Use the Media Browser panels in Adobe Premiere Pro and OnLocation to conveniently browse clips and view metadata, including metadata from Panasonic AVCCAM cameras.

With the latest DSLR cameras from Canon, Nikon, Panasonic, and others, you can shoot full-frame 1920x1080 or 1280x720 HD video. Due to their exceptional image quality, low-light capability, and the ability to shoot using prime lenses, these cameras are finding their way into video productions at all levels. New in Adobe Premiere Pro CS5 is the ability to import and natively edit video shot with the Canon EOS 5D Mark II, 7D, and 1D Mark IV as well as video shot with the Nikon D90, D300s, and D3000 DSLR cameras. Similarly, you can import and natively edit AVCHD video shot with Panasonic DMC-GH1 DSLR cameras, as well as AVCHD video from Sony, Panasonic, and Canon video cameras.

Complementing its existing direct-to-disk recording capabilities, OnLocation CS5 now has a workflow tailored to merging content from a tapeless camera. Add comments as metadata to placeholder clips on your computer while recording the actual clips on a tapeless camera; when you import the original camera media into the shot list, OnLocation merges the logging information with video and audio to create fully logged tapeless captures. Shot metadata can be

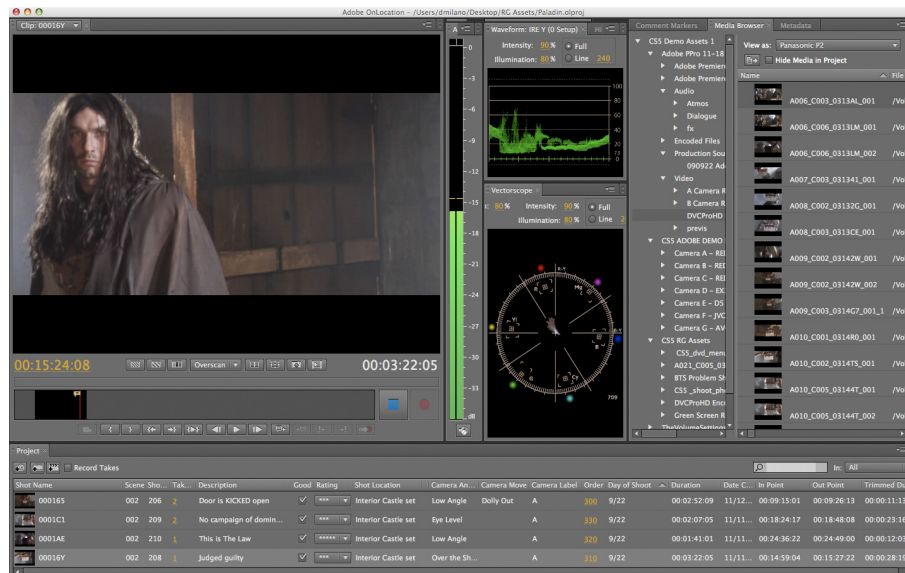
What is metadata?

Video and audio assets are data—information about those assets is metadata. You can use metadata to manage assets, make production more efficient, streamline archiving and retrieval, and ultimately help make your content more engaging and discoverable.

For example, video metadata can include technical settings such as frame rate and aperture, as well as when the footage was shot. Cameras with GPS support may record metadata about where footage was shot. While technical data is often generated by cameras and other equipment, you can enter other metadata yourself, or production software may create it for you. For example, in Production Premium, Adobe OnLocation can generate metadata such as scenes, cast, and locations from a story you import from Adobe Story, a new CS Live online service*.

The component applications of Production Premium support XMP metadata, which means that you can use them to capture and embed meaningful descriptions and titles, searchable keywords, and copyright information, using a format that is easily understood by you as well as by software applications and hardware devices. As an open-source and extensible technology, XMP is freely available to developers, and provides industry partners with the ability to easily create standards-based, information-rich files that can be the building blocks of optimized workflow solutions.

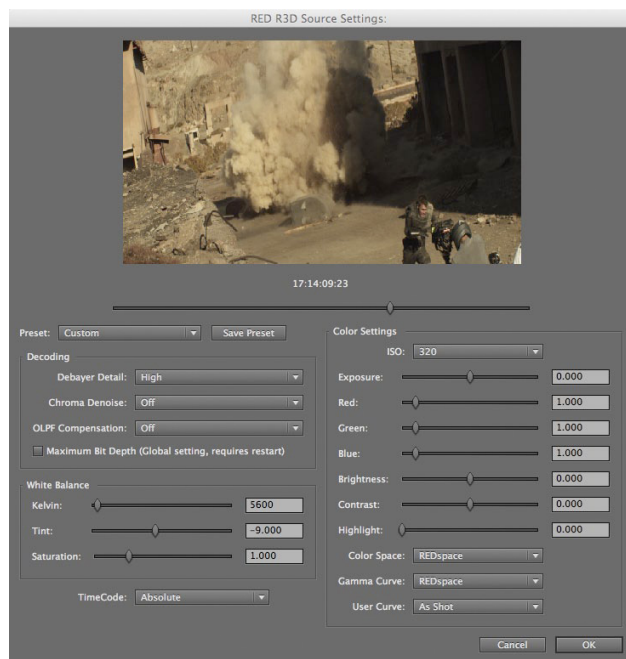
preserved all the way through Adobe Premiere Pro and Adobe Media Encoder to final delivery, adding valuable production intelligence to your project. For example, having shot and script data in each shot can help an editor assemble a rough cut more quickly.



Import tapeless media formats directly into OnLocation CS5, logged with complete shot metadata.

RED Digital Cinema cameras capture extremely high-resolution raw files, enabling digital production workflows that allow you to make image-processing decisions throughout the post-production process. Adobe Premiere Pro CS5 provides full native support for RED R3D files, allowing you to import them directly without transcoding, rewrapping, or installing additional software. Because the files contain raw sensor data, you edit footage that is as close to what the camera captured as possible, enabling you to work nondestructively on the color and look of your projects. Work with content in all common RED R3D file permutations, including 2K, 3K, 4K, 4K HD, 16x9, and 2x1, using a number of different frame rates. Best of all, the Mercury Playback Engine enables real-time scrubbing and playback of RED R3D 4K and higher resolution files.

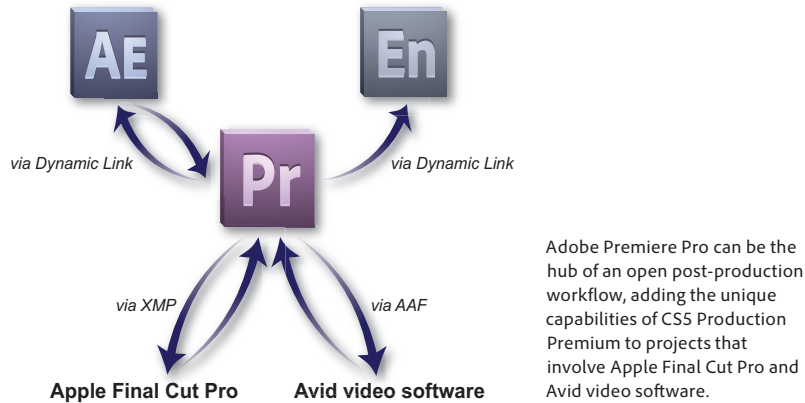
The new RED Source Settings dialog box in Adobe Premiere Pro CS5 offers extensive control over the look of RED RAW footage. Together with the ability to change color settings per clip, you can save combinations of adjustments as custom presets that you can apply to clips.



Get the best possible rendering from RED RAW footage, preserve maximum image quality by applying nondestructive adjustments, and achieve exactly the look you want with the RED Source Settings dialog box in Adobe Premiere Pro CS5.

Roundtrip editing with Apple Final Cut Pro and Avid editing software

Bring the powerful capabilities of Production Premium to workflows that involve other nonlinear editors (NLEs). Exchange project files among NLEs, creating an open workflow that preserves commonly used effects and transitions without intermediate rendering. Adobe Premiere Pro can import projects from and export projects to Final Cut Pro and Avid editing software, so members of your production team can use the NLE they know while taking advantage of the unique capabilities of Production Premium. For example, you can import Final Cut Pro or Avid projects into Adobe Premiere Pro and use Speech Search to add metadata that is passed through to Encore for inclusion in web DVDs. You can also import a Final Cut Pro sequence into Adobe Premiere Pro, and then use Dynamic Link to send the sequence through to After Effects without rendering at any point in the process. Applying the power of Production Premium to other NLEs in this way saves time, and has the added advantage of eliminating the need to manage space-consuming intermediate files.



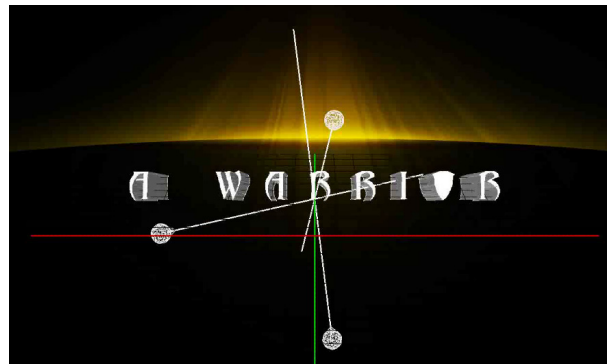
Cross-platform 64-bit support in Adobe Photoshop Extended CS5

On both Windows and Mac OS, perform day-to-day imaging tasks faster, and process very large images at least 10 times faster. (Requires a 64-bit-capable computer with a 64-bit version of Mac OS, Microsoft® Windows® 7, or Windows Vista®.) Actual performance increase will vary depending on the drivers you have installed, the feature you're using, and other factors.

Eye-popping 3D and natural painting

In Photoshop CS5 Extended, easily extrude 3D assets from 2D layers, create expressive digital paintings, and quickly remove unwanted objects from complex backgrounds, thanks to new 3D and enhanced painting capabilities and Content Aware Fill.

Quickly create 3D logos and artwork by extruding a text layer, Smart Object, selection, or layer mask with new Adobe Repoussé technology. Enhance the realism of your 3D designs with one-click shadows, and explore different focal points in your 3D scene by previewing and adjusting the range for depth of field. Of course, you can move these 3D objects from Photoshop into After Effects to animate them within a 3D composition.



With Adobe Repoussé, you can easily create a 3D shape from a 2D object, including type.

Enhance your digital backgrounds for video productions or virtual sets by creating realistic painting effects and mimicking natural media, blending colors with lifelike brush strokes. The new Mixer Brush lets you define multiple colors on a single tip to paint with subtle color blends, or you can use a dry brush to blend a photo's colors as you would with a real paintbrush. New Bristle Tips enable you to easily paint with naturally textured brush strokes, using defined bristle properties

like shape, length, and stiffness. Experiment with a broader range of looks by adding Bristle Tips to a variety of Photoshop brush tools.



With the Mixer Brush, a photo (left) is easily transformed into a stylized painting (right).

Spend less time laboriously sampling specific areas when removing unwanted objects in an image. When you remove an element from an image, new Content Aware Fill can intelligently replace the removed area with textures or colors sampled from neighboring regions.



Content Aware Fill can quickly and easily remove unwanted objects from images by analyzing the surroundings.

In Photoshop Extended, refinements to selection and painting tools significantly shorten the time it takes to prepare backgrounds, mattes, stills, and clean background plates for an Adobe Premiere Pro sequence or for compositing in After Effects. When selecting a subject in an image, get better edge-detection and masking results in less time with new Truer Edge selection technology, which can greatly simplify isolating difficult edges such as hair.

Photoshop Extended also includes the new Exposure Merge feature that makes it easier to create high dynamic range (HDR) images, and a new GPU-enhanced color picker. In addition, Photoshop Extended incorporates many user-requested enhancements that simplify day-to-day tasks such as a way to quickly straighten images and to save 16-bit images directly to JPEG format.

Roto Brush for fast isolation of moving foreground elements

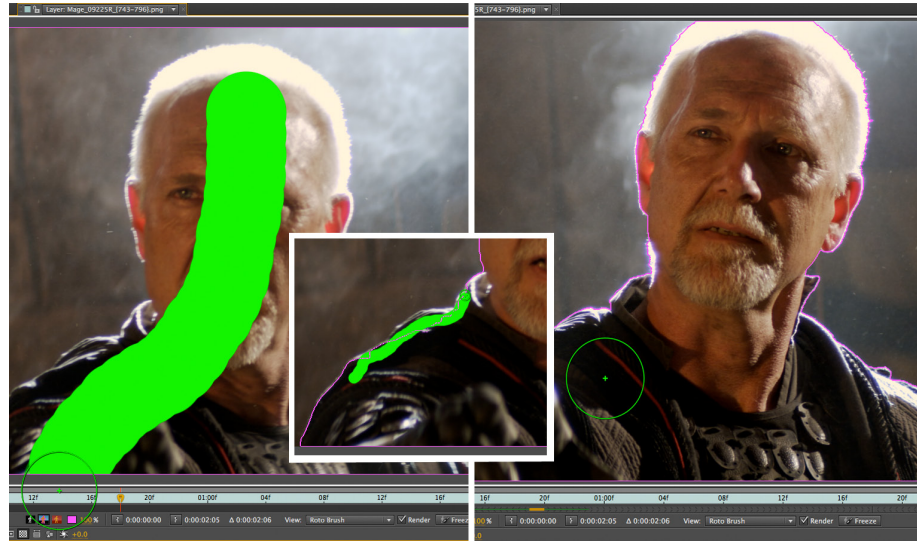
Many visual effects jobs require separating a foreground object, such as an actor, from its current background so that it can be placed in a completely different environment. Ideally, the subject would be shot in front of a greenscreen or bluescreen, and then easily isolated using a "keying" effect such as with the award-winning Keylight plug-in, which is bundled with After Effects. But sometimes it's necessary to remove a subject from footage with a complex background, such as a street scene. This would normally involve manually isolating the foreground for every frame, a task requiring hours of tedious and expensive work.

With the revolutionary new Roto Brush in After Effects CS5, all of that tedious, expensive work goes away. Simply brush paint strokes inside the foreground object and let After Effects determine where the subject starts and ends in each frame. If After Effects has trouble finding the edge of the subject in a frame, you can paint other strokes outside the subject to help After Effects identify the background and automatically create a transparent mask for it. The Roto Brush works similarly to the Quick Selection tool in Photoshop Extended. You can adjust the resulting mask edge so that it fits the actual edge of the subject more closely, by smoothing, feathering, spreading (expanding) or choking (contracting) the mask edge as needed.

The remarkable results of the Roto Brush are made possible by the extraordinary amount of processing power available in today's computers. The Roto Brush saves so much time and effort that you can consider effects and targeted corrections that would have been too time-consuming

or costly in the past. For example, you can use the Roto Brush to color correct just one moving subject in your footage.

To use the new Roto Brush, just draw simple paint strokes inside the foreground object (left and inset), and let After Effects find the rest of the foreground object. In the final result (right), After Effects continues to isolate the foreground subject accurately even as he moves in subsequent frames.



Cutting-edge storytelling with new Adobe Story (available separately)

Adobe Story, a new CS Live online service* for scriptwriting, can help accelerate the process of turning screenplays into finished media. Available separately from Production Premium, the tight integration of Adobe Story with CS5 Production Premium extends the benefits of Adobe Story into broader parts of the production and post-production workflow.

As a screenwriting tool, Adobe Story enables you to craft your scripts from virtually anywhere in a safe offline or online writing environment. You and your colleagues can collaboratively co-write and edit scripts at any time and assign roles to various team members, such as read-only mode or review-only mode. Adobe Story makes it easy to write and maintain your script in standard industry format, while also offering the option to import existing screenplays or sample scripts from Final Draft, Movie Magic Screenwriter, and Microsoft Word.

Adobe Story offers a Project view to help you organize your work by displaying all of your scripts, character biographies, reference links, and free-form documents in one place, making it easy to manage several projects simultaneously. As you develop a script, Adobe Story keeps track of character names, locations, and more using the Smart Type feature. When you find yourself inserting commonly used script elements, Smart Type automatically displays these common selections to help you populate content more efficiently. Elements used in the script's formatting are captured as metadata to help streamline production and post-production.

Speed production and post-production with a script-to-screen workflow

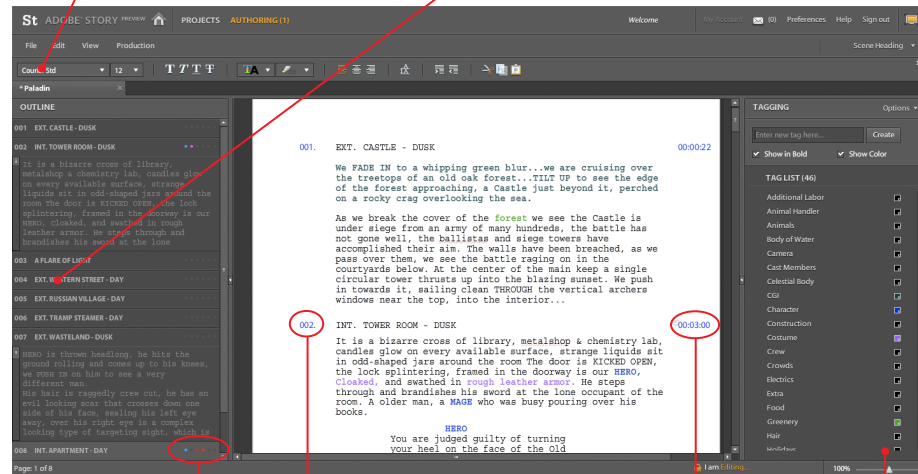
To streamline production, import an Adobe Story script into Adobe OnLocation, the powerful direct-to-disk recording, logging, and monitoring software. Metadata created in Adobe Story* helps you manage your shoot with automatically generated shot lists and efficient logging. Additionally, dialogue from the script and other metadata is embedded into the shots you log in OnLocation. When you later import your footage into Adobe Premiere Pro, you can synchronize your Adobe Story script to that footage, making it possible to quickly produce preliminary rough cuts based on the dialogue transcript. Further, metadata in the assets are retained throughout the production workflow and can be passed through to Encore, where it can be used as the basis for

* Adobe Story and other CS Live online services are complimentary for a limited time. See the last page for details and limitations related to all Adobe online services.

DVD and Blu-ray Disc chapter titles. When you deliver your Encore projects as web DVDs, the script metadata makes the web DVD content searchable.

The **Formatting** toolbar provides familiar word-processor-like controls. In addition, Story supports keyboard commands for fast, efficient navigation.

The **Outline** panel in the Authoring view provides a high-level overview of your script.



Color coded character dots help you quickly identify characters appearing in each scene. View the name of the character by placing the cursor over a character dot.

Adobe Story automatically numbers each scene.

Scene duration is calculated based on preset or custom formulas.

The **Tagging** panel lets you manually identify individual elements and production requirements. These can be color-coded, as shown in the script above, or displayed in boldface.

Turn video assets into engaging online experiences, with or without a script

As an alternative to starting with a screenplay, you can also use Adobe Premiere Pro integration with Adobe Story* to turn previously completed or unscripted video assets into engaging online experiences. This is useful for unscripted content such as documentaries, corporate productions, and live events such as conferences and lectures.

To do this, create a transcription of your finished video, which functions much like a script. Next, create a new Adobe Story project, and then copy and paste that transcription into it, producing a new Adobe Story script. Using the text from the transcription, you can then break the text into scenes that serve as major points in the video, such as key themes in a lecture or particular proof points in a corporate video. You then add additional metadata for each section, for example, a short description of that scene's key points (e.g., "This section of the lecture covers Newton's laws of mechanics").

When you're satisfied with your segmented video, for better online navigation, you can create subclips from the finished video to match the scenes you've outlined. Then import your Adobe Story script and the subclips into OnLocation. The script data automatically creates placeholder clips that you can then attach to the clips from the finished asset. In OnLocation, you can also add additional metadata to your clips, such as shot-specific metadata and shot locations to your clips.

Next, you can import the OnLocation project into Adobe Premiere Pro, and run an analysis to synchronize the script to footage to enable full, time-accurate searchability. You can edit the clips as you normally would, and Adobe Premiere Pro keeps everything lined up correctly, so that when you render the video using Adobe Media Encoder, for example into F4V or FLV, the metadata-rich assets are ready to be searched using Encore's searchable web DVD features.

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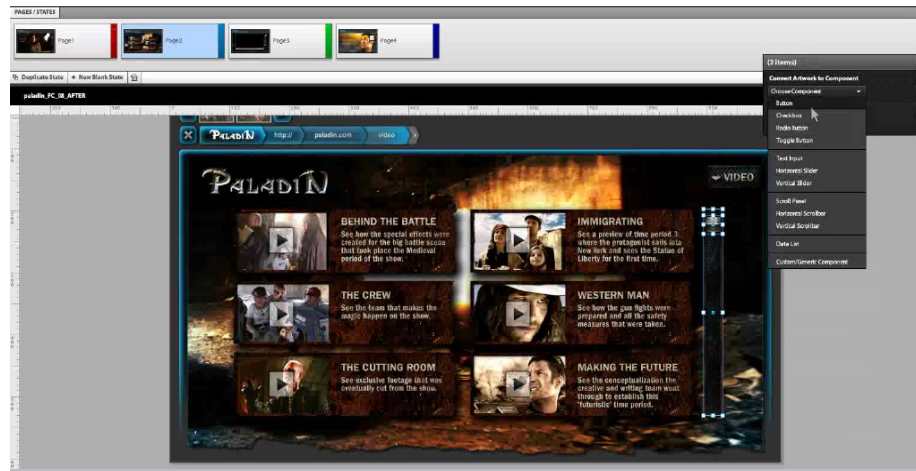
Countless small improvements that make a big difference

Experience a smoother day-to-day workflow, thanks to user requests that sparked dozens of enhancements made throughout Production Premium. Here are just a few examples:

- In After Effects, align layers to comps and start animating more quickly with the new auto-keyframe mode.
- In After Effects, use the new Refine Matte effect to apply the intelligent edge-tracking, dechattering, and motion-blurring capabilities found in Roto Brush to any layer with a problematic alpha channel, such as keyed footage.
- In After Effects, via a new keyboard shortcut, specify that the camera points to either selected layers or all layers, along with many other improvements to camera tools and settings.
- In Adobe Premiere Pro, clean up your sequences quickly with commands for finding and removing gaps between clips on the timeline, and use automatic scene detection to create separate clips from HDV tapes and find and remove gaps in sequences instantly.
- In Adobe Premiere Pro, edit more efficiently with a keyboard shortcut that lets you extend the duration of a clip on a targeted track to the current position on the timeline.
- In Photoshop Extended, automatically straighten images, close all images without saving, change the opacity of multiple layers simultaneously, and much more.

Easy online video portfolios with Flash Catalyst

Create online video portfolios and other types of interactive content more easily with Flash Catalyst, a new professional tool built for anyone who wants to create expressive interactive content without writing code. There's no need to learn scripting—simply design your vision using Illustrator or Photoshop Extended, and then bring layered media from those components into Flash Catalyst to add interactions using its approachable user interface. It's easy to add video, sound effects, and dynamic media too.



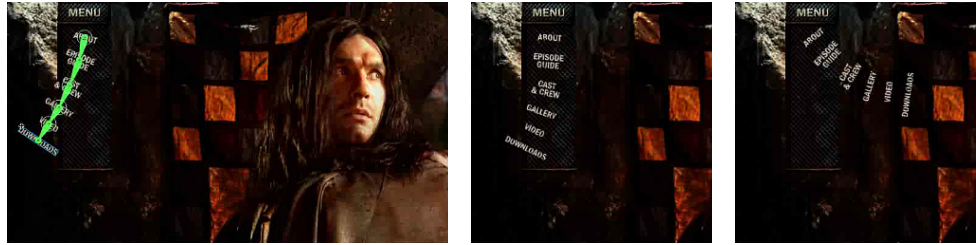
Flash Catalyst makes it easy to integrate video into a Flash project and to assign interactions, which can be enhanced later by Flash developers.

You can use Flash Catalyst to create interactive web video portfolios. Using intuitive, menu-driven functions to incorporate video and audio content as well as custom playback controls, you can assemble compelling stories, create video presentations, and pitch concepts.

Richer, more compatible interactive content in Flash Professional CS5

Wide-ranging enhancements improve the quality and compatibility of Flash Professional CS5 projects. Flash Professional CS5 features a text engine that provides much richer typography, including threaded text blocks, columns, and precise creative control. In addition, the new text engine helps ensure that text maintains its fidelity when imported into Flash Professional from other components such as Adobe Illustrator.

Using the new Spring option for the Bones tool in Flash Professional, you can design more realistic-looking motion for jointed, flexible objects. The Spring option is an intuitive way to add personality and realism to inverse kinematics (IK).



The Spring option for the Bones tool (left) adds realistic motion to inverse kinematics for jointed objects (above).

The Code Snippets panel eases the Flash learning curve by letting you inject prebuilt code into projects. Using these predefined code blocks can make it easier to learn ActionScript® 3.0.

Fast, accurate keying with Ultra Keyer

Chroma keying is typically a tedious, time-consuming process—one that Ultra, the powerful new high-performance keyer in Adobe Premiere Pro CS5, makes fast and painless. Normally, when shooting footage to be keyed, you must evenly light the background screen so it's a single, uniform shade of whatever color you're keying out of the scene. You must also take care to eliminate color spill—reflections of the background screen that “spill” back onto actors and other objects. When manually adjusting your keys, fine detail that occurs around the edges of objects—for example, hair—need to be carefully identified so they can be separated from the background in a believable manner. The list of potential challenges is long and varied.

Using Ultra, you can achieve fast, accurate keying on even the most challenging DV and HD footage. Designed to handle footage shot under real-world conditions that result in uneven lighting, wrinkled backgrounds, and frizzy hair, Ultra preserves shadows and can achieve complex keys on smoke, liquids, and transparent objects. The Mercury Playback Engine dramatically increases performance, usually resulting in real-time HD keying.



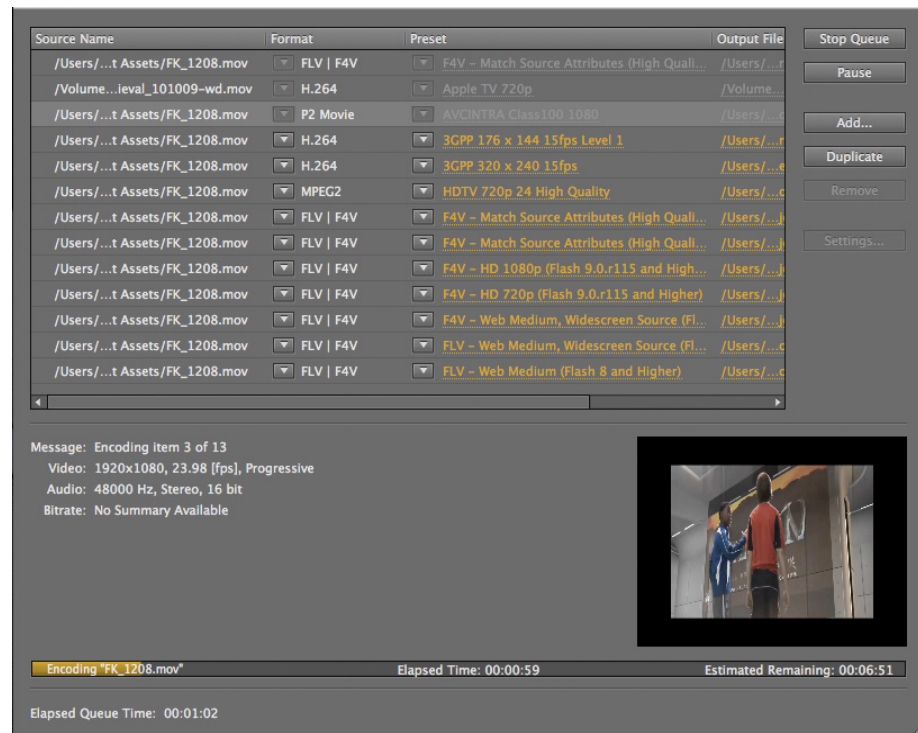
Ultra is optimized to handle real-world greenscreen conditions. Quickly pull a high-quality key using simple, intuitive controls. Animate parameters to accommodate changing conditions.

Enhanced Adobe Media Encoder

With the rapid growth of video on the Internet and on new platforms such as mobile devices, being able to efficiently deliver your content in a variety of formats is crucial. Adobe Media Encoder, a separate, native 64-bit component of Production Premium, saves you time by automating the process of creating multiple encoded versions of your source files and Adobe Premiere Pro sequences. Stay focused on being creative by using Adobe Media Encoder to batch encode your files in the background. Set up multiple items for batch encoding, manage priorities, and control advanced settings for each item individually. Encode to a wide variety of video formats, including DPX, FLV, F4V, Windows Media, QuickTime, and other popular codecs such as MPEG-2, MPEG-4, and H.264, all accelerated by support for native 64-bit rendering.

Adobe Media Encoder now has better visual feedback and a new, more intuitive user interface that helps you efficiently set up and batch encode multiple versions of your sequences, including the ability to:

- Get more visual feedback. The Settings Summary dialog box displays information about both output and source footage, and two new tooltips summarize the output settings for the selected encoding preset or source assets.
- Automatically match TV Standard, Frame Rate, Field Order, and Pixel Aspect Ratio properties of source footage using a new setting called "Automatic." For example, if the source file's frame rate is 25 frames per second, the TV Standard is set to PAL. This affects video output in H.264 Blu-ray Disc, MPEG-2 DVD, and MPEG-2 Blu-ray Disc formats.



Adobe Media Encoder now displays the video asset being transcoded. Notice that in this encoding batch, two source files in the Source Name column are being output in many formats and resolutions for archival, web, broadcast, and mobile delivery.

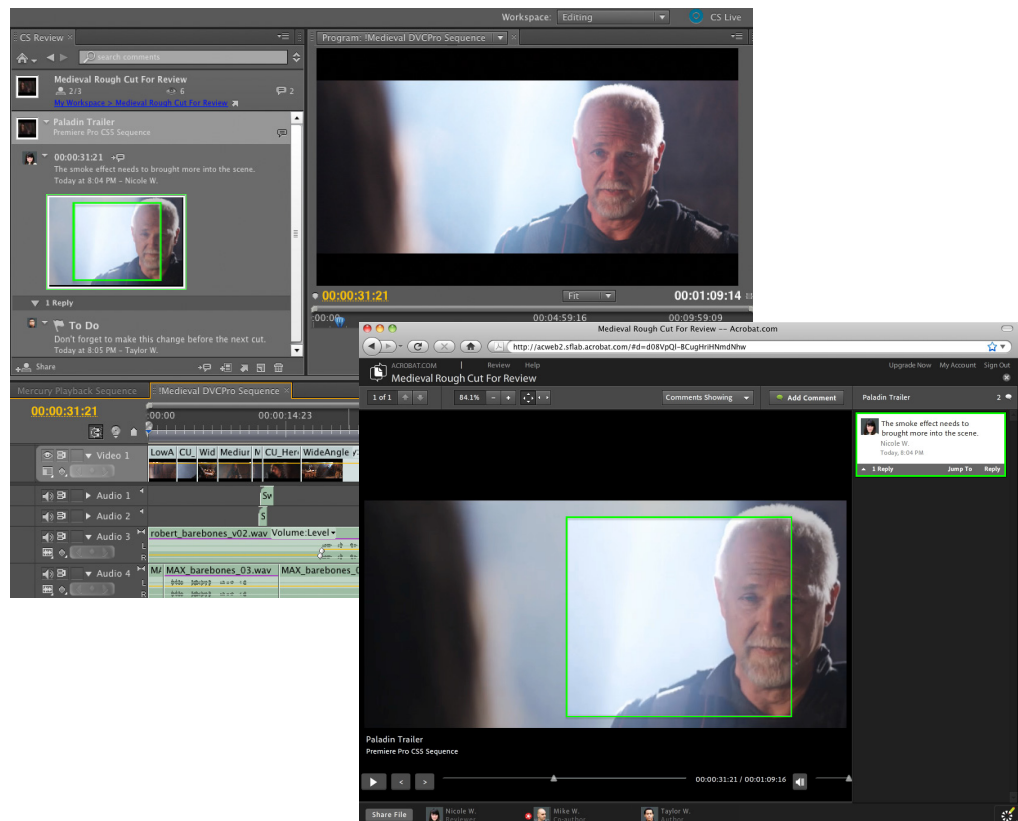
- Set bit rate based on frame dimensions for FLV, F4V, H.264 Blu-ray Disc, and MPEG-2 Blu-ray Disc formats. You can set the bit rate manually as well.
- Change the frame rate, pixel aspect ratio, field order, or alpha channel settings when importing clips into Adobe Media Encoder using the Interpret Footage command.
- Add XMP cue points to the output file from metadata in FLV or F4V source files. In the Preferences dialog box, you can control whether source cue points are used.
- Ensure that final content contains metadata. Use templates to add essential details to media assets in a consistent way to enhance viewer engagement. You can also use metadata templates to make sure that a file contains only the metadata you specify.

CS Live online services*

CS Live online services support creative and production tasks among workgroups, whether colleagues are near or far. CS Live services are designed to support production and post-production workflows, and help you:

- Develop scripts and shot lists with Adobe Story, the new collaborative script development tool that treats script elements as metadata, to accelerate production and post-production.
- Gather team and client feedback with CS Review, an online service for a production team to review dailies, storyboards, and edited works in progress; you can view feedback without leaving Photoshop Extended, Illustrator, or Adobe Premiere Pro. In Photoshop Extended and Illustrator, reviewers can use their web browsers to review and add comments. In Adobe Premiere Pro, comments are dynamically captured and displayed in the Review panel alongside the sequence they relate to. Jump directly to comments in the timeline to efficiently match feedback to specific elements and keep track of review comments in one location. (CS Review will not be available for Adobe Premiere Pro CS5 when the software initially ships. Adobe Premiere Pro CS5 users will automatically receive access to CS Review integration when it becomes available later in 2010.)

In CS Review, a CS Live online service* that integrates with components of CS5 Production Premium, you can visually correlate review comments with your content. For example, while in Adobe Premiere Pro CS5, areas of a video frame can be highlighted to quickly recognize where a comment is located within the context of the video sequence. All review comments are logged in a web browser. (CS Review will not be available for Adobe Premiere Pro CS5 when the software initially ships. Adobe Premiere Pro CS5 users will automatically receive access to CS Review integration when it becomes available later in 2010.)



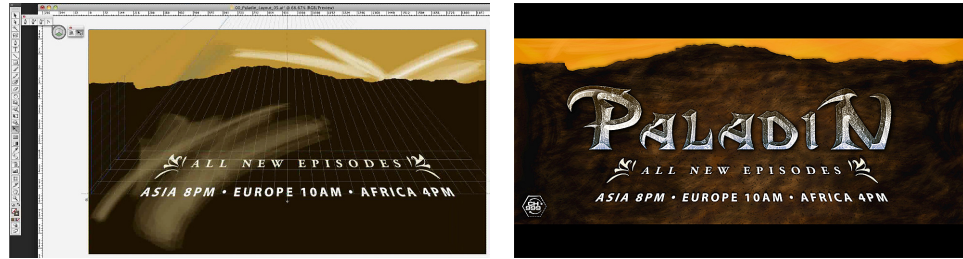
- Gain access to convenient services for sharing project information with team members and clients through Acrobat.com. Share ideas, discuss details, and complete work with others using the Adobe ConnectNow web conferencing solution. Write and collaborate on projects and proposals using Adobe Buzzword, a proven and robust online word processor. Collaborate with colleagues to create stunning client presentations and present them from wherever you are with Acrobat.com Presentations, and work with others on spreadsheets or simple databases using Acrobat.com Tables.

*CS Live online services are complimentary for a limited time. See the last page for details and limitations related to all Adobe online services.

Perspective drawing in Adobe Illustrator

Draw shapes and scenes in accurate 1, 2, or 3-point linear perspectives with perspective grids in Adobe Illustrator CS5. With the Perspective Grid tool, you can turn on a grid that supports drawing directly on planes of true perspective. The new Perspective Selection tool allows objects to be moved, scaled, duplicated, and transformed dynamically in perspective. You can also move and duplicate objects from one plane to another. Perspective tools even work with live text.

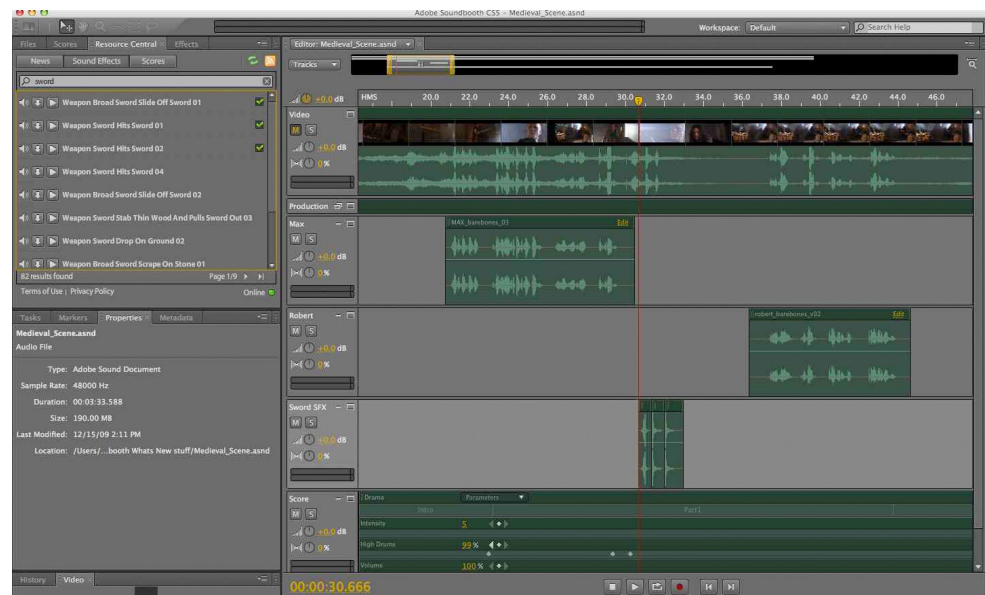
In Adobe Illustrator CS5, you can draw in true linear perspective. You can also add objects to a perspective plane and transform them along the plane.



If you've already created objects in flat space, simply apply them to a perspective plane, where their shape and size will correctly change as you transform the objects. If you set up perspective planes that match a virtual set or digital background that's already in perspective, it's easy to add more vector artwork to those backgrounds in perspective.

Faster multitrack audio workflow and an expanded sonic palette

Create and polish audio, customize music, and add sound effects within a familiar interface when you use Adobe Soundbooth CS5. Create soundtracks easily, get professional-sounding mixes, and fix audio problems fast. Move audio and soundtracks effortlessly between Adobe Premiere Pro and Soundbooth using the nondestructive ASND file format—no exporting or conversion needed. Soundbooth gives you access to a rich library of royalty-free Soundbooth Scores and sound effects from Resource Central*.



View your entire multitrack soundtrack at once with the new resizable Multitrack view. Download new Soundbooth Scores and effects from the expanded collection on Resource Central*. Drag Soundbooth Scores and sound effects directly from the Resource Central* panel (upper left) into your multitrack projects. Drag audio clips to copy or move them to other locations and tracks.

In Adobe Soundbooth CS5, you can mix and edit multitrack projects faster and with more control using an improved multitrack workflow. For example, you can resize the tracks in Multitrack view to see entire multitrack projects at once or to zoom in on specific tasks. Kick-start your soundtrack with a dramatically expanded selection of royalty-free content.

*See the last page for details and limitations related to all Adobe online services.

Soundbooth Scores are professionally composed, multipart instrumental performances or a mix of instrumental and musical soundscapes, easily customizable for your productions. To fit a Soundbooth Score to a scene, all you do is change In and Out points; internal sections are automatically stretched and shortened seamlessly. With this release, Soundbooth now includes more than 10,000 sound effects and more than 130 customizable Soundbooth Scores—flexible music and ambience for any production.

Still using Adobe Creative Suite Production Premium CS3?

If you're considering upgrading to CS5 Production Premium, remember that you'll benefit from all the new features described above, as well as all of the new features in CS4 Production Premium. They include:

- **Powerful integration for exceptional productivity.** Work with unparalleled efficiency, so you have more time to craft your vision. For example, expanded Adobe Dynamic Link enables you to link content between components so you can see updates immediately without rendering.
- **Project intelligence with XMP metadata support.** Take advantage of the efficiency XMP metadata offers for project intelligence. For example, Speech Search technology in Adobe Premiere Pro and Soundbooth speeds editing by using metadata to turn spoken words into searchable metadata, making it easy to find particular clips and making video assets searchable.
- **Adobe OnLocation CS5 for shooting direct to disk and monitoring footage.** Get the benefit of a tapeless workflow without a tapeless camera. With Adobe OnLocation, which is now cross platform (for Windows and Intel-based Macs), footage is automatically digitized and captured to disk as you shoot — eliminating hours of capturing.
- **Improved editing efficiency with Adobe Premiere Pro.** Take advantage of scalable and flexible nonlinear video-editing capabilities to tell your most compelling stories. Native support for tapeless workflows, batch encoding in the background, and numerous enhancements help make editing more efficient.
- **Better motion graphics and visual effects with industry standard After Effects.** Be more productive with a host of enhanced features in Adobe After Effects. Searchable timelines and projects, expanded 3D compositing options, included Mocha for Adobe After Effects software, and numerous interface enhancements streamline almost everything you do.
- **Expanded 3D, motion, and compositing in Photoshop Extended.** Achieve exceptional creative control with all components. Produce engaging experiences by leveraging innovative 3D workflows; enhanced editing, animation, and compositing features; a unified user interface that makes moving between components fluid; and robust output options.
- **Preproduction productivity and scalable vector graphics with Adobe Illustrator.** Design project elements and storyboards for your productions with Adobe Illustrator. Create multiple artboards in a single file, and work with enhanced gradient tools.
- **Rich, interactive content with Flash Professional.** Work with an animation model that makes Adobe Flash Professional easier to learn for new users, adds efficiency for proficient users, and provides even greater control for creating immersive interactive experiences.
- **Everyday audio editing with Soundbooth.** Create and arrange audio clips in film, video, and interactive projects with greater flexibility. Easily edit audio in Flash Professional projects in Soundbooth using convenient, task-based tools along with multitrack audio project support.
- **Output to any screen.** Deliver on film, on video, on DVD and Blu-ray Disc, online, and on mobile devices with smooth efficiency to reach more audiences.

About Adobe Systems Incorporated

Adobe is the world's leading provider of software solutions to create, manage, and deliver high-impact, reliable digital content. For more information, visit www.adobe.com.

System requirements

Windows

- 64-bit support required: Intel® Pentium® 4 or AMD Athlon® 64 processor (Intel Core™2 Duo or AMD Phenom™ II recommended); Intel Core™2 Duo or AMD Phenom™ II required for Adobe Premiere Pro
- 64-bit operating system required: Microsoft® Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1 (Service Pack 2 recommended) or Windows® 7.
- 2GB of RAM (4GB or more recommended)
- 16.3GB of available hard-disk space for installation; additional free space required during installation (cannot install on removable flash-based storage devices)
- 1280x900 display (1280x1024 recommended) with qualified hardware-accelerated OpenGL graphics card, 16-bit color, and 256MB of VRAM
- Adobe-certified GPU card for GPU-accelerated performance in Adobe Premiere Pro; visit www.adobe.com/go/premiere_systemreqs for the latest list of supported cards
- Some GPU-accelerated features in Adobe Photoshop require graphics support for Shader Model 3.0 and OpenGL 2.0
- Some features in Adobe Bridge rely on a DirectX 9–capable graphics card with at least 64MB of VRAM
- 7200 RPM hard drive for editing compressed video formats; RAID 0 for uncompressed
- Adobe-certified card for capture and export to tape for SD/HD workflows
- OHCI-compatible IEEE 1394 port for DV and HDV capture, export to tape, and transmit to DV device
- Sound card compatible with ASIO protocol or Microsoft Windows Driver Model
- DVD-ROM drive compatible with dual-layer DVDs (DVD±R burner for burning DVDs; Blu-ray burner for creating Blu-ray Disc media)
- Java™ Runtime Environment 1.5 (32-bit) or 1.6
- QuickTime 7.6.2 software required for QuickTime features
- Adobe Flash® Player 10 software required to play back DVD projects exported as SWF files
- Broadband Internet connection required for online services*

For updates to system requirements and more detailed information about video hardware compatibility, visit www.adobe.com/go/production_systemreqs.

Mac OS

- Multicore Intel® processor with 64-bit support
- Mac OS X v10.5.7 or v10.6.3; Mac OS X v10.6.3 required for GPU-accelerated performance in Adobe Premiere Pro
- 2GB of RAM (4GB or more recommended)
- 20.6GB of available hard-disk space for installation; additional free space required during installation (cannot install on a volume that uses a case-sensitive file system or on removable flash-based storage devices)
- 1280x900 display (1280x1024 recommended) with qualified hardware-accelerated OpenGL graphics card, 16-bit color, and 256MB of VRAM
- Adobe-certified GPU card for GPU-accelerated performance in Adobe Premiere Pro; visit www.adobe.com/go/premiere_systemreqs for the latest list of supported cards
- Some GPU-accelerated features in Adobe Photoshop require graphics support for Shader Model 3.0 and OpenGL 2.0
- 7200 RPM hard drive for editing compressed video formats; RAID 0 for uncompressed
- Core Audio-compatible sound card
- DVD-ROM drive compatible with dual-layer DVDs (SuperDrive for burning DVDs; external Blu-ray burner for creating Blu-ray Disc media)
- Java™ Runtime Environment 1.5 or 1.6
- QuickTime 7.6.2 software required for QuickTime features
- Adobe Flash® Player 10 software required to play back DVD projects exported as SWF files
- Broadband Internet connection required for online services*

Expected ship date

Second quarter 2010

For more information

Product details:

www.adobe.com/go/productionpremium

* This product may allow you to extend its functionality by accessing certain features that are hosted online, including CS Live online services ("Online Services"), provided you have a high-speed Internet connection. The Online Services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the Online Services is governed by separate terms of use and by the Online Privacy Policy, and access to some services may require user registration. Some Online Services, including services that are initially offered at no charge, may be subject to additional fees and require a separate subscription. For more details and to review the applicable terms of use and Online Privacy Policy, visit www.adobe.com. For more information about CS Live online services, see www.adobe.com/go/cslive.



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Adobe Flash authoring tools in Adobe Creative Suite 5 Production Premium

With Creative Suite 5, Adobe delivers a variety of tools with the capability to author interactive content for the Adobe Flash Platform. Each project you work on is unique, presenting various requirements and specifications regarding design, development, and deployment. This comparison chart is a quick reference that will help you choose the best tool or tools for what you want to accomplish.



	Flash Professional	Flash Catalyst
Typical projects	Rich content, interactive video content, advertising, games	User interfaces, rich Internet applications, microsites, prototypes, widgets
Product description	An authoring tool that enables you to create immersive experiences that can include video content	An interaction design tool that enables you to transform artwork into functional interfaces and interactive content
Project approach	Free-form design	Structured interaction design
Project organization	Timeline and frames	Pages and states
Motion capabilities	Advanced vector animation	Transitions, basic movement
Video playback	Encoding & advanced playback controls	Basic video playback controls
Extensibility	ActionScript coding or components	Flash Catalyst components or export to Flash Builder to add more functionality
Coding knowledge required	Some ActionScript coding	None
Playback support	Flash Player, AIR, Flash Lite, iPhone*	Flash Player 10, AIR

*Packager for iPhone[®] preview, included with Flash Professional CS5, compiles ActionScript bytecode into native iPhone application code. iPhone applications are distributed as iPhone application installer (IPA) files, via the iTunes store.