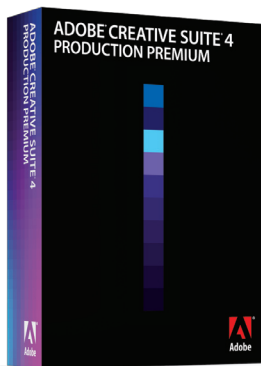


ADOBE® PREMIERE PRO FOR AFTER EFFECTS USERS

An overview of why Adobe Premiere Pro is your best choice for a non-linear editor if you rely on After Effects



Both After Effects and Adobe Premiere Pro are part of Adobe Creative Suite 4 Production Premium, which combines full new versions of:

- Adobe After Effects® CS4
- Adobe Premiere® Pro CS4
- Adobe Photoshop® CS4 Extended
- Adobe Flash® CS4 Professional
- Adobe Illustrator® CS4
- Adobe Soundbooth® CS4
- Adobe OnLocation™ CS4
- Adobe Encore® CS4
- Adobe Device Central CS4
- Adobe Bridge CS4
- Adobe Dynamic Link

Deep integration between Adobe Premiere Pro and After Effects delivers time-savings and a smoother workflow on every project, so you can stay focused on doing your creative work. In this document, we outline some of the key ways Adobe Premiere Pro can save After Effects users time and money.

Adobe Premiere Pro CS4 is a robust, professional non-linear editor that's increasingly finding a place in top studios and broadcast facilities worldwide. From awards such as Frost and Sullivan's 2008 Global Market Leadership award to the positive reviews it receives from the top journalists, Adobe Premiere Pro is a best-in-class NLE that offers innovations and features that give you unparalleled creative control. Motion graphics and visual effects professionals will value Adobe Premiere Pro for its tight integration with other Adobe applications, extensive format support from DV and HD to 4K and beyond, broad selection of efficient editing tools, and innovative features such as Speech Search. From acquisition to delivery, Adobe Premiere Pro CS4 helps you deliver excellent results.

In this document, we'll highlight time-saving integration only Adobe Premiere Pro offers with After Effects, and we'll introduce some key features that are generating excitement from editors around the globe.

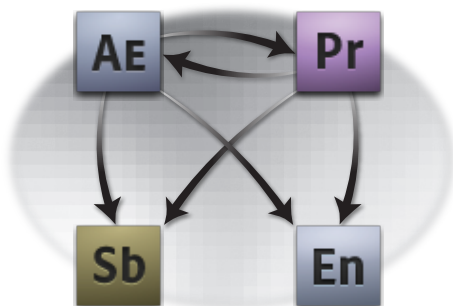
Time-saving integration

Adobe understands that your time is valuable, so developing tools that work seamlessly together is a top priority for us. Both After Effects and Adobe Premiere Pro are part of Adobe Creative Suite 4 Production Premium, the complete post-production toolset that enables you to deliver your work anywhere. In this section, we'll outline some of the ways that integration within Production Premium can save you time.

Eliminate rendering until you're done with Dynamic Link

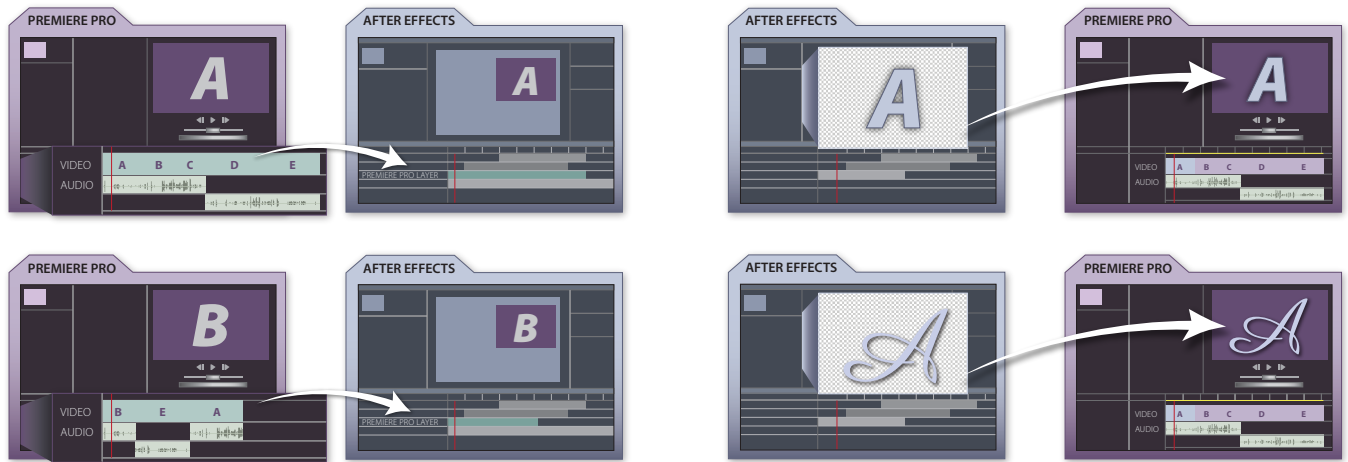
Typically, each shot in a commercial or other spot is broken into a separate composition, and an overall edit is maintained in an NLE so you can monitor progress as your animation and compositing shots come together. If you're using an Avid editing solution or Apple Final Cut Pro, you must re-render each composition and then update your edit manually to see how the changes you make in After Effects look in the context of the overall piece.

With Adobe Premiere Pro, the process is dramatically smoother and noticeably faster. You can dynamically link each After Effects composition to a sequence in Adobe Premiere Pro—and every change you make in After Effects is instantly reflected in the edit. The result? You eliminate the need for rendering until your project is complete, which not only saves time but eliminates the need to manage intermediate files. It also enables you to stay in the creative flow, where what matters is your visual decision-making, not thinking about render times, codecs, disk space, where that file went, or compatibility questions.



Dynamic Link enables you to see or hear updates from one suite component as you work in another—without intermediate rendering.

You can also link an entire sequence from Adobe Premiere Pro to After Effects, where it appears on the timeline as a footage layer than can be manipulated as a single unit—again, without intermediate rendering. This is helpful if you have to apply sequence-wide effects, such as quick color corrections or level adjustments; it's also a great way to see if a stylized look—such as the new Cartoon effect—works visually. If you make adjustments to your edit in Adobe Premiere Pro, the changes are instantly reflected in After Effects.



Dynamic Link between After Effects and Adobe Premiere Pro works in both directions, so you gain maximum workflow flexibility. You can dynamically link an Adobe Premiere Pro sequence to After Effects (left), where it is treated as a single layer. Or, you can link an After Effects composition to Adobe Premiere Pro (right), where it is handled as a single clip. Either way, changes you make in the original item are reflected automatically in the linked instance (lower example in both workflows above).

Dynamic Link is only available as part of Adobe Creative 4 Suite Production Premium, and it offers benefits far beyond the two-way support for Dynamic Link between Adobe Premiere Pro and After Effects. Other applications in the suite also support Dynamic Link, which further amplifies your time savings. For example, you can send sequences directly from Adobe Premiere Pro CS4 to Encore CS4 without rendering first—a real-time saver when using Encore to deliver your work to DVD, Blu-ray Disc, or as a web-based DVD. And as you'd expect, when you use Adobe Dynamic Link to open Adobe Premiere Pro sequences “live” in Encore, changes you make in Adobe Premiere Pro are automatically reflected. Plus, Encore also reads chapter markers from the sequence, making it easy to set chapters in Adobe Premiere Pro, see those chapters in Encore, and then update to the latest list with a single click.

Easy, direct import of Adobe Premiere Pro projects

With other NLEs, you need expensive third-party solutions (such as Automatic Duck's Pro Import AE) to open edited sequences in After Effects, and opening After Effects projects in other NLEs is simply not an option. When you work with After Effects, you can simply open any Adobe Premiere Pro project, and Adobe Premiere Pro can likewise open any After Effects project. The process is fast, direct, and hassle-free.

Capture footage from within After Effects using Adobe Premiere Pro

If you are using After Effects and Adobe Premiere Pro as part of Adobe Creative Suite 4 Production Premium (or Master Collection), it's easy to capture footage from After Effects: simply use the Capture in Adobe Premiere Pro command, and your footage will be captured, saved to disk, and added to your Project panel. The process is fast and direct, so you can stay focused on your work.

After Effects and Adobe Premiere Pro share plug-ins

After Effects and Adobe Premiere Pro share many plug-ins; when you move projects between the two tools, keyframes and other settings from shared plug-ins are maintained. In addition, Dissolve transitions are maintained, and other transitions and titles appear as solid layers in After Effects. This two-way project exchange gives you more flexibility when it comes to roles on your project team, and can save valuable time when you're working to meet a tight deadline.

Native support for Adobe Photoshop

Both After Effects and Adobe Premiere Pro CS4 offer tight integration with Adobe Photoshop CS4, making it easy to incorporate still images into your productions. Import and animate Photoshop layers in both After Effects and Adobe Premiere Pro. Instantly edit Adobe Premiere Pro stills in Photoshop, and then automatically match the frame size and aspect ratio of an Adobe Premiere Pro project — even in HD — when creating new files.

Copy and Paste between After Effects and Adobe Premiere Pro

In many cases, the fastest way to get a clip from an edited sequence into After Effects is to simply copy and paste it. With Adobe Premiere Pro, it's as simple as that—your in and out points are even maintained, and you can select as many clips as you like. Other NLEs don't support this functionality, and would require either locating the file on disk or rendering it. Plus, you can also copy and paste layers from After Effects into Adobe Premiere Pro.

Standout features in Adobe Premiere Pro features that set it apart

Adobe Premiere Pro, like Avid Media Composer and Apple Final Cut Pro, offers the creative control and optimized performance professional editors require. In this section we'll outline some of the areas where Adobe Premiere Pro offers industry-leading and truly differentiated support.

Workflow flexibility through Final Cut Pro import and AAF project file exchange

An update to Adobe Premiere Pro CS4 (4.01) opens the door to even greater workflow flexibility by making it possible to open any Final Cut Pro project in Adobe Premiere Pro and by adding AAF support.

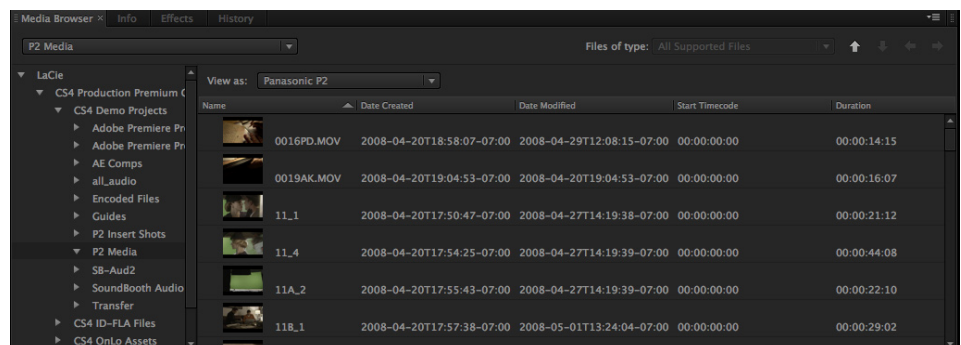
Importing Final Cut Pro files is easy: export them using the xml interchange format, then open the file in Adobe Premiere Pro CS4. Popular media types, including DV, HDV, DVCPRO HD, and ProRes 4:2:2, transfer seamlessly, and commonly used effects and transitions are preserved. Once you're opened the file, you can use Dynamic Link for render-free workflows throughout Production Premium, whether you plan to enhance footage in After Effects or create DVDs, Blu-ray Discs, and web-based DVDs in Encore.

New AAF Project Interchange support makes it easy to integrated Adobe Premiere Pro into workflows that use a wide variety of tools. This new capability supports the 1.1 protocol, as well as CMX3600 EDLs (edit decision lists).

Adobe Premiere Pro offers industry-leading tapeless workflows

Adobe Premiere Pro offers native support for leading tapeless formats, including P2, XDCAM, and AVCHD, and is working with RED to provide a plug-in that delivers native support for R3D files. Native support offers two important benefits: it's fast, because there's no transcoding or rewrapping; it also offers higher quality, because you're working directly with the original high-fidelity footage as it was shot in-camera. Plus, Adobe Premiere Pro makes working with tapeless footage easy, thanks to the new Media Browser. When you work with tapeless media in Adobe Premiere Pro, your footage goes directly from card to sequence—so you can get right to the edit and work with confidence, knowing you're working with the highest quality your camera can deliver.

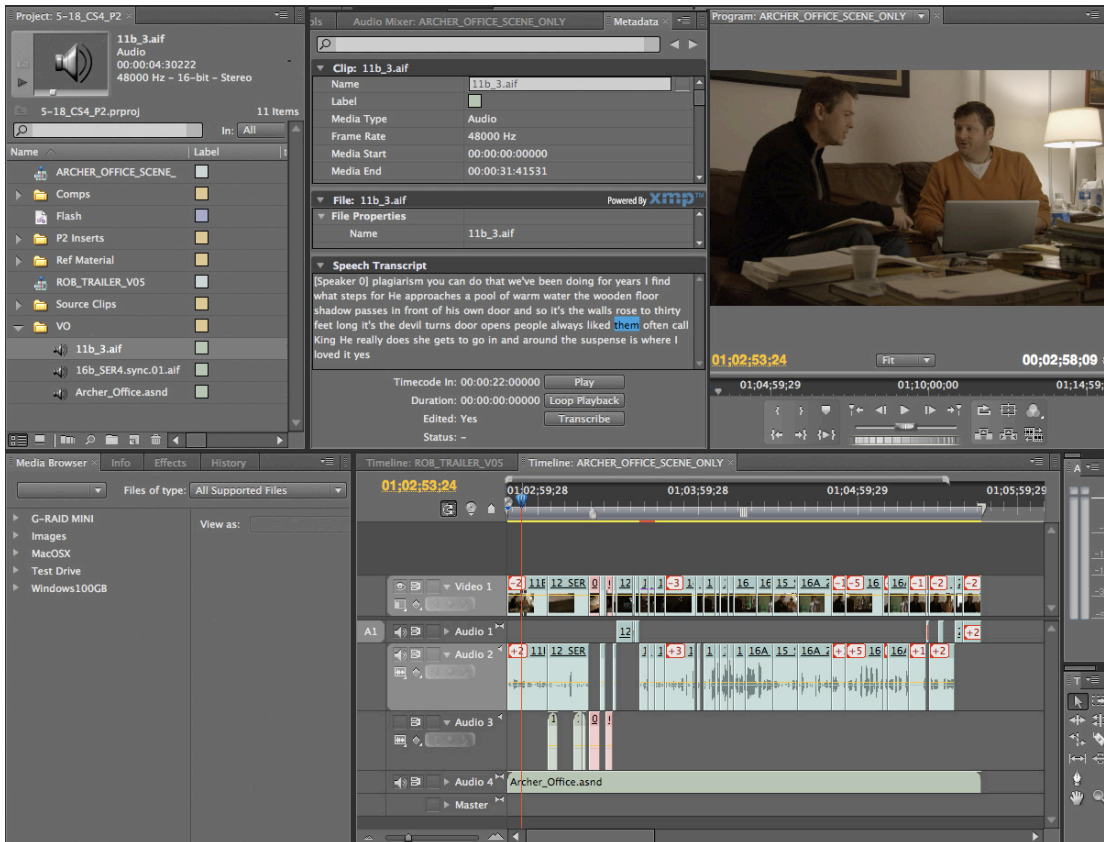
The new Media Browser in Adobe Premiere Pro CS4 makes it easy to preview tapeless and other media in the Source panel before adding to your project.



Because After Effects and Adobe Premiere Pro share codecs and other resources, formats supported natively by Adobe Premiere Pro are also supported by After Effects—so the media in your projects just works, without the need to do additional encoding or conversion to work with the same media in After Effects.

Speech Search and metadata support

The innovative Speech Search feature in Adobe Premiere Pro turns spoken dialogue into searchable metadata that's linked to the point in the clip where each word is spoken. This feature speeds editing significantly—particularly for interviews and other types of dialogue-heavy work—because you can find relevant content quickly by skimming the text or searching by keywords rather than scrubbing through video. But it can be useful in After Effects workflows as well. For example, you could say relevant keywords out loud as you shoot elements for use in an After Effects composition; when you capture the footage using Adobe Premiere Pro and use the Transcribe command, the words you spoke are added to the clip as metadata—making it easy to find the clip later.



Speech Search turns spoken dialogue into temporal metadata that you can skim or search through in the Metadata panel. This makes it easy to skip to a particular point in a clip, or to quickly select clips based on what gets said in them. In both cases, Speech Search speeds your editing workflow.

Additionally, metadata from Adobe Premiere Pro—as well as other Creative Suite 4 applications—is maintained when footage and other items are used in After Effects. Additionally, temporal metadata from Speech Search appears in the After Effects timeline as markers, so you can use it in inventive ways. And, in addition to using speech recognition technology to create text-based metadata to help you organize your assets more efficiently, you can also pass the metadata through export for web publishing, enabling searchable video and helping to unlock new revenue streams.

Conclusion

For creative professionals whose work is centered around After Effects, Adobe Premiere Pro is a robust, professional, and full-featured non-linear editing tool that offers unique workflow advantages. Both tools are part of Adobe Creative Suite 4 Production Premium (and Master Collection), which offers a complete post-production solution that enables you to deliver your media anywhere.

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