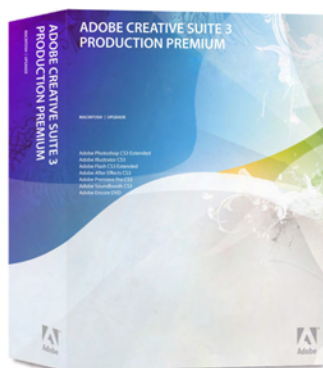


ADOBE® CREATIVE SUITE® 3 PRODUCTION PREMIUM

PUT IDEAS IN MOTION WITH THE TOTAL POST-PRODUCTION SOLUTION



Adobe Creative Suite 3 Production Premium combines full new versions of:

- 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*
- Adobe OnLocation CS3†
- Adobe Ultra CS3††
- Adobe Dynamic Link*, Adobe Device Central CS3, and Adobe Bridge CS3

* Mac version requires Intel®-based Mac. (The Mac version of unmarked items runs on Intel-based or PowerPC® Macs.)

† Windows only. For Mac users, Adobe OnLocation CS3 requires Boot Camp and Windows (purchased separately), or a separate Windows-based computer.

†† Windows only. Not included in Mac version of Production Premium.

Maximize your productivity with new Adobe Creative Suite 3 Production Premium software for Mac and Windows.

Maximize your productivity with Adobe Creative Suite 3 Production Premium, the total post-production solution available for both Mac and Windows. Tighter than ever integration among Adobe's all-new video, audio, and design tools—now including Adobe Flash® CS3 Professional software for output to the web and Adobe Soundbooth™ CS3 software for audio—ensures fluidity in every aspect of your workflow, including capturing, editing, motion graphics, effects, compositing, audio, and interactive authoring.

Enjoy greater productivity as you move from task to task, thanks to a unified interface and an integrated workflow. Benefit from powerful, timesaving features such as Dynamic Link, which eliminates rendering delays when you use After Effects® compositions in Adobe Premiere® Pro and Encore software. New and innovative keying, direct-to-disk capture, and powerful on-set monitoring capabilities are also yours with the inclusion of Adobe Ultra™ CS3 software (included only with Production Premium for Windows) and Adobe OnLocation™ CS3 software (see Mac platform requirements at left).

Whether you work on Mac or Windows, Adobe Production Premium prepares you for tomorrow's post-production challenges. Move beyond HD, HDV, SD, and DV to Blu-ray Disc delivery and other emerging web and mobile formats using the platform of your choice.

Adobe Creative Suite 3 Production Premium offers:

Essential tools—Adobe Production Premium is the successor to Adobe's award-winning Production Studio software. It combines new versions of After Effects CS3 Professional, Adobe Premiere Pro CS3, Photoshop CS3 Extended, Illustrator CS3, and Encore CS3 software, and adds new Adobe Flash CS3 Professional and Soundbooth CS3. Also new to the Production Premium toolset are Adobe OnLocation CS3 software for direct-to-disk capture and on-set monitoring, and Ultra CS3 for fast, effective keying.

Intelligent integration—Unparalleled integration between components of Production Premium saves time at every step of the process so you can work at peak efficiency. With the exclusive Dynamic Link feature, you can immediately view your After Effects work in Adobe Premiere Pro and Encore—without rendering. Export Flash video from After Effects and Adobe Premiere Pro for further enhancement in Flash CS3. Author interactive, menu-driven productions for DVD, Blu-ray Disc, and finished SWF files ready for playback over

Top ten benefits

- New Adobe After Effects CS3 Professional (Page 2)
- New Adobe Premiere Pro CS3 with Adobe OnLocation CS3 (Page 5)
- New Adobe Photoshop CS3 Extended and Adobe Illustrator CS3 (Page 7)
- New Adobe Flash CS3 Professional (Page 9)
- Innovative new Adobe Soundbooth CS3 (Page 10)
- New Adobe Encore CS3 (Page 12)
- Extended integration for exceptional productivity (Page 12)
- Available for Mac and Windows (Page 14)
- Expanded output options, including video for mobile phones (Page 14)
- Quick, effective keying with Adobe Ultra CS3 (Page 15)

the web, all from the same project in Encore. Common interface elements throughout and the ability to copy and paste or drag and drop between components further enhance your productivity. Easily move your work from one component of Production Premium to another while preserving layers, styles, color management settings, and more, thanks to shared file formats.

Agile workflows—Production Premium runs on the latest versions of Mac OS X and Microsoft® Windows® (including Windows Vista™), providing agile workflows from start to finish. New output options include enhanced and expanded Flash output for the web and new video format support for mobile phones and other portable devices. An open and flexible approach to format and hardware support means you can work with the platform of your choice, and be prepared for further evolution in post-production demands.

Top new benefits of Adobe Production Premium

The following is an overview of just some of the many exciting new features and benefits you'll find in Adobe Creative Suite 3 Production Premium.

New Adobe After Effects CS3 Professional

Get ready for a new world of creative freedom—and fun—with Adobe After Effects CS3 Professional. Discover more flexible vector drawing and animation with new Shape Layers. Use the Puppet tool for a new and intuitive approach to animation, and discover creative ideas you never knew you had with Brainstorm—an innovative and fun-to-use tool that frees you to interactively explore a wide range of animation possibilities with ease. And to complement these exciting new tools for superior motion graphics and visual effects, After Effects CS3 also provides a new level of efficiency in client and colleague review processes with PDF-based Adobe Clip Notes.

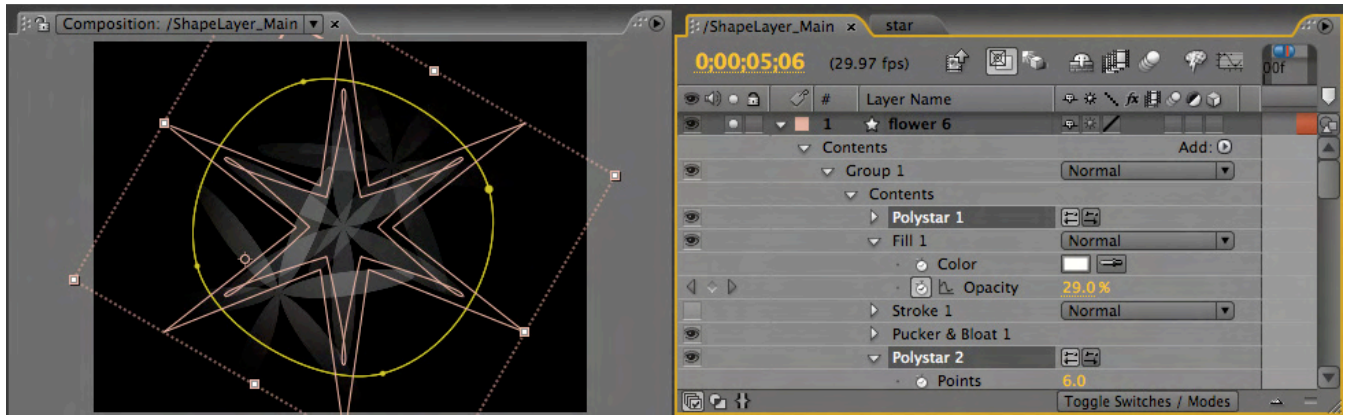
Shape Layers

Vector graphics have long been a common element in motion graphics animations created in After Effects. In the past, however, the shapes themselves were often created outside of After Effects, typically using software such as Adobe Illustrator. The extent to which the resulting shape could then be animated in After Effects was limited to basic transformations such as scale and position.

Now there's a powerful vector graphic creation tool available within After Effects itself: Shape Layers. Based on the vector drawing standards of Illustrator, the Shape Layers feature makes it simple to create and animate complex shapes including rounded rectangles as well as polygons and stars with any number of sides and points. But After Effects takes things further, with the ability to replicate and add animation to these vector graphics, similar to After Effects text. This implementation offers you unprecedented speed and control to help you create complex, beautiful, shape-based animations.

An elaborate animation made up of multiple variations on a six-pointed star is easy to create; You can offset variations on a theme with the Repeater feature. All properties of the shape can be keyframed.

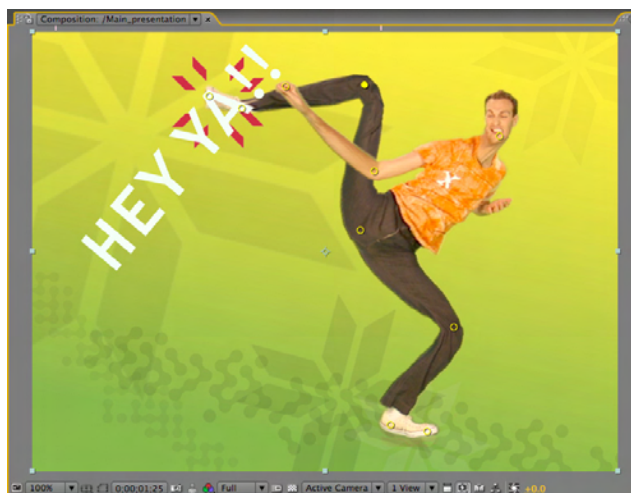




A single Shape Layer containing a compound shape makes it possible to control what appear to be multiple shapes with a single set of controls.

The Shape Layers feature offer many powerful capabilities:

- Preset tools create rectangles, rounded rectangles, ellipses, polygons, and stars. Just as in Illustrator, these shapes can be adjusted as they are drawn (using the same keyboard shortcuts) to modify the rounding of the corners or the number of sides or points, respectively. You can also draw your own shapes with the Pen tool.
- Type can be converted to a Shape Layer, allowing you to animate and warp its shape.
- Not only the shapes themselves, but all of their component parts, including strokes, fills, dashes and gradients, as well as various types of warps and repeating patterns, can be adjusted and animated.
- A Shape Layer can contain a compound shape—a group with any number of component shapes. All settings and animations for the Shape Layer are applied to the compound shape.
- The paths of a compound shape can be merged to create new shapes.
- Refinements such as dashes, Miter Limit, Line Cap, and Line Join, as well as the inner and outer radius and roundedness of the shape, can be edited or animated.
- You can even add effects such as Twist, Zig Zag, Pucker and Bloat, trim paths (for write-on effects), and wiggle paths.
- A wide selection of shape animation presets are included to get you started making full use of shapes and help you explore the full possibilities of using this tool.



Pins on the arms and legs control the figure; selected pins appear as solid circles, deselected pins appear hollow. Drag the pins at the knees, hand, and head to achieve various effects. Pins that aren't repositioned hold surrounding areas in place.

Puppet tool

Add life to any shape or layer with the easy, fun, and addictive Puppet tool. Words don't do it justice—try it yourself, and imbue a 2D image with lifelike squash-and-stretch characteristics.

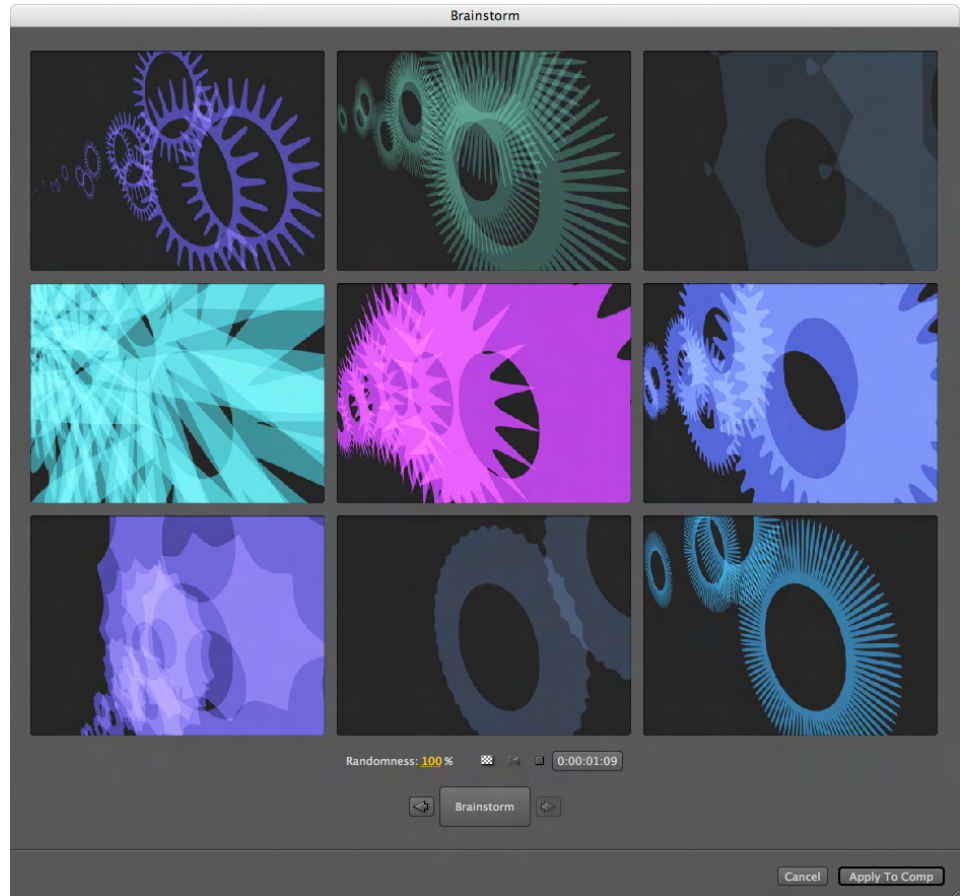
Click to add pins, typically at the “joints” where movement should be constrained. You can then animate the layer simply by dragging a pin; keyframes are set automatically.

Virtually any layer is a candidate for Puppet tool animation. Individual letters and words can take on the life of an animated character. Shape Layers can be puppeted to create motion with just a few drags of the mouse.

Brainstorm

The process of creating great motion graphics and effects requires experimentation—trial and error are, after all, vital to the creative process. With the new Brainstorm feature in After Effects, that process is now not only more efficient, it's more fun. After Effects allows you to interactively create a wide range of animation possibilities very quickly, and then preview them in real time. Brainstorm's interface consists of a grid of preview animations, each with its own unique variations based on parameters you decide to explore. Creating previews is as simple as selecting an effect (or specific set of parameters) and pressing the Brainstorm button located at the top of the Timeline panel.

The Brainstorm interface suggests animation variations based on parameters you choose. You can select one you like and apply it, or you can choose to evolve it further by clicking the Brainstorm button below the preview area. The possibilities are endless.

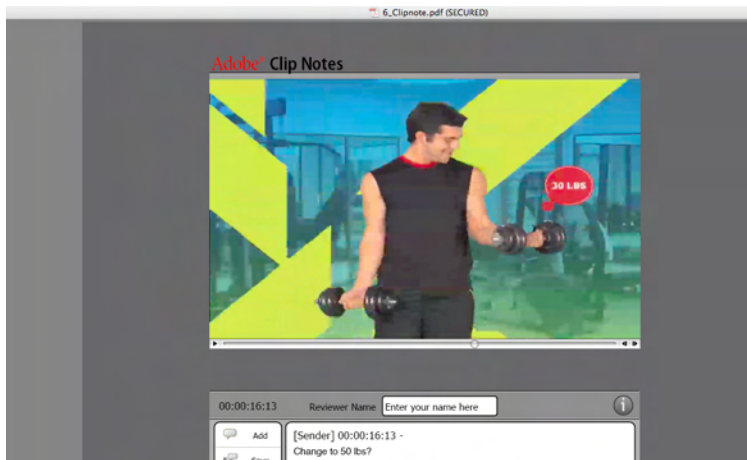


The Brainstorm panel appears, with theme and variations previewing in full motion. See a variation you like, but not quite satisfied? Select any previews that you think are working, and ask Brainstorm to try again. In response, you get a new array of possibilities, related to the style you specified. Once you see the right variation, you are only a click away from applying it in the timeline.

Brainstorm is an innovative feature for both new and veteran users. Beginners can quickly explore possibilities to combine effects, or animate text and layers, that they might not even have realized are possible. Experts will be able to break creative logjams, explore new workflows, and discover unexpected results even with familiar effects.

Clip Notes

Creating dynamic animations and videos is almost always a collaborative process, sometimes involving a director and an artist, and sometimes a remote client. In all cases, the people reviewing the footage have comments about what they see and hear at specific points in the production. Collecting and managing that feedback can be a daunting task.



This is how a Clip Notes PDF file appears to the reviewer. It contains the video and audio from the composition, as well as fields below to specify who is making a comment and at what point in the timecode. The saved PDF file can then be imported back into After Effects and the comments seen at the correct points in the timeline.

Enter Adobe Clip Notes and the ability to export them directly from After Effects. Previously available only in Adobe Premiere Pro, the Clip Notes feature creates an Adobe PDF file with an embedded or streamed movie—the one created and rendered in an After Effects composition—and text fields to specify who is reviewing and what they want to say. As the movie is played, the current time code and reviewer name are noted along with any comment that is made.

When the resulting file is saved and imported back into After Effects, each individual comment can be found attached to a marker at the specified point in time, allowing you maximum convenience and efficiency in acting on your client's requests.

After Effects CS3 Professional also boasts important integration features discussed later in this document; in particular, integration with Flash, Photoshop, and Adobe Device Central. Other new features, including per-character 3D text, color management enhancements, and performance improvements, are covered in detail in *Adobe After Effects CS3 Professional What's New*.

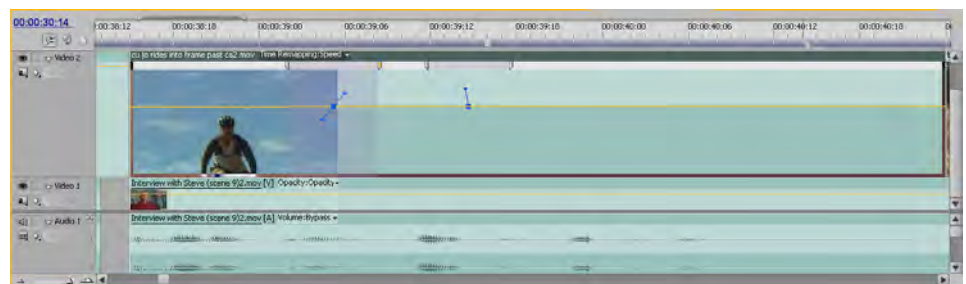
New Adobe Premiere Pro CS3 with Adobe OnLocation CS3

Adobe Premiere Pro CS3 is ready to give you greater control over time—better control of time *in* your productions, with improved slow-motion and variable-speed control features, and better control of time *on* your productions, with the ability to record your shoots directly to disk, right on the set. You get greater control over quality on the set as well, with a powerful collection of new on-set monitoring tools.

High-quality slow motion

With Adobe Premiere Pro CS3, you can achieve dramatic timing effects such as backward playback and variable-speed slow motion. Slow down all or just part of a clip for heightened drama, or change a clip's duration and pace to precisely fit a sequence's timing and beats. For example, make a cyclist ride slowly toward the camera to give the shot added impact, or to match the shot to the length of the voiceover. Simplify your workflow by creating slow-motion and other effects, with no need to export to another application. The new Time Remapping feature creates variable-rate time stretches directly in the Adobe Premiere Pro timeline, with its real-time feedback, an intuitive interface, keyframe control, and improved image quality.

Create stunning slow-motion and other retiming effects directly in the timeline by setting and moving Time Remapping keyframe markers.



Adobe OnLocation CS3

Adobe Premiere Pro CS3 is ready to play a vital role in your projects from the moment you start shooting. Make location shoots more productive with the direct-to-disk recording and on-set monitoring tools in Adobe OnLocation CS3 (requires Windows and Boot Camp for Mac*), now included with Adobe Premiere Pro CS3 and Production Premium. A new and rebranded version of Serious Magic's award-winning software DV Rack HD, Adobe

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

OnLocation enables you to record DV and HDV content directly from a FireWire-equipped camera to a laptop hard drive, and to ensure your recording quality with professional image-monitoring tools. Save time during post-production by eliminating the need to capture from tape. Adobe OnLocation can run on a Windows laptop with minimal system requirements or on a Mac using Boot Camp. Shoot better video in less time with Adobe OnLocation CS3.

Improve efficiency and incorporate a tapeless workflow during shoots by using Adobe OnLocation CS3 to monitor your camera's video signal and record it directly to a computer hard drive.



Adobe OnLocation CS3 includes the following important features.

Direct-to-disk recording—Save time and increase control during shoots and post-production by recording in DV and HDV directly from your camera to a laptop or workstation hard drive. Adobe OnLocation records to standard internal or external hard drives, provides instant playback during the shoot, and eliminates time-consuming capturing from tape before the edit. Connect the FireWire output of a DV or HDV camera to your laptop, set your recording format, and capture clips that are ready for editing in Adobe Premiere Pro.

Control Adobe OnLocation through an interface that echoes a traditional VTR. Enter a project or scene name, and Adobe OnLocation automatically adds take numbers to successive shots.

Record a two-hour event as a single clip—no changing tapes, no solid-state memory time limits, no missed action. Instantly review any shot and decide if you need to reshoot. Set the pre-record buffer up to 30 seconds to capture what the camera saw before you pressed the Record button. Record stop-motion animation or time-lapse sequences; watch a plant grow or a sun set in a few seconds. At the end of the shoot, your video is already on a hard drive and organized into clips, ready for editing in Premiere Pro.

Professional on-set monitoring—Maximize camera image quality with Adobe OnLocation CS3. Connect the FireWire output of a DV or HDV camera to a laptop and quickly calibrate the camera, monitor your footage, and check video levels. Use a laptop as a virtual (and lightweight) video reference monitor, comprehensive software waveform

monitor and vectorscope, and audio spectrum analyzer. See what you can't see on a camera's small LCD viewfinder or flip-out screen. Discover and correct image and audio problems before committing to videotape and hard disk.

View underscan, safe-area, and variable aspect ratios including 4:3 and 16:9. Adobe OnLocation displays HD images up to 1280x720 pixels, provides a fast step-by-step camera calibration tool, has split-screen and dual-zebra modes, and sports other features not found in standard, heavy, expensive field monitors. Use the waveform monitor and vectorscope to evaluate lighting and camera settings, and to help match takes made under different conditions or with different cameras. Use the audio spectrum analyzer to guide microphone placement and compare volume across takes. Run the quality monitor to identify and tag both video that exceeds a user-set value and audio that is distorted. Adobe OnLocation CS3 lets you optimize focus and lighting, improve shot-to-shot consistency, and ensure that your video footage is the best it can be.

For information about more features in this latest version of Adobe Premiere Pro, see *Adobe Premiere Pro CS3 What's New*.

New Adobe Photoshop CS3 Extended and Adobe Illustrator CS3

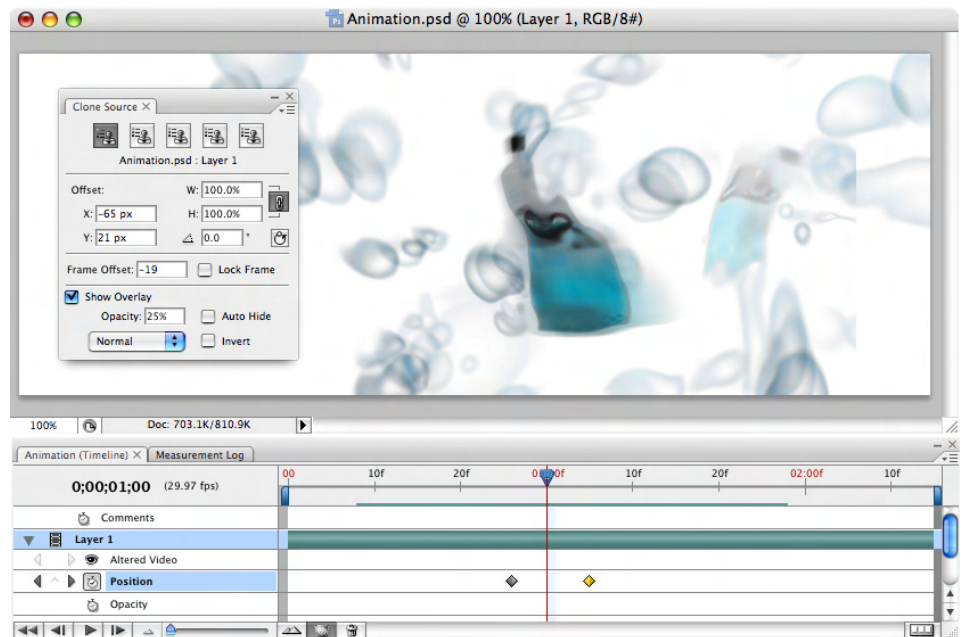
When you need graphics or images for your post-production work, you want the quality and power that only Photoshop and Illustrator can give you. You get the latest releases of both of these industry-leading graphic tools with Adobe Creative Suite 3 Production Premium.

To make things even better, Photoshop CS3 Extended and Illustrator CS3 introduce exciting new features that specifically support post-production professionals. You can now edit and paint movies frame by frame in Photoshop, or easily create Illustrator documents preformatted for the most popular film, video, and mobile device outputs.

Movie Paint in Photoshop CS3 Extended

Along with new video layers and the Animation palette, Photoshop CS3 Extended features Movie Paint—bringing the power of Photoshop painting, retouching, and pixel-level editing to every frame of a movie file. Using the Animation palette to navigate, you can quickly find any frame of the movie file, and then edit it with any of the complete set of Photoshop tools. When cloning or healing, the new Clone Source palette lets you specify the scale and rotation of up to five separate source points, and preview the source live with an overlay at the mouse pointer position.

New features for motion graphics professionals in Photoshop CS3 Extended include cloning and healing over time with the help of the new Clone Source palette and preview overlays, the enhanced Animation palette for time-based editing, and native video layers in color depths from 8- to 32-bit.

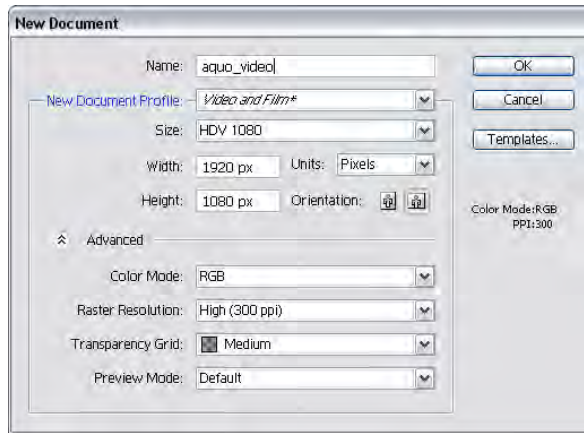


Visual effects specialists will find much to appreciate. The interface is similar to that found After Effects. The Clone Source palette includes a Frame Offset control, allowing dynamic cloning or healing from any one frame to another. The Onion Skinning control in the Animation palette lets you to keep your eye on the frames before and after the one you're editing—a tried-and-true technique for animators. Once you've finished your work in Photoshop, you can render it as video files that you can use in After Effects. (Also see "Photoshop integration with After Effects" later in this document.)

New Document Profiles in Illustrator CS3

Save startup time by selecting a pre-built New Document Profile for your choice of media when you open a new document. If you're working on a video project, choose the Video And Film profile, and then select a size such as HDV 1080. Your color mode will be set to RGB, and your artboard will automatically show the format's dimensions with guides for

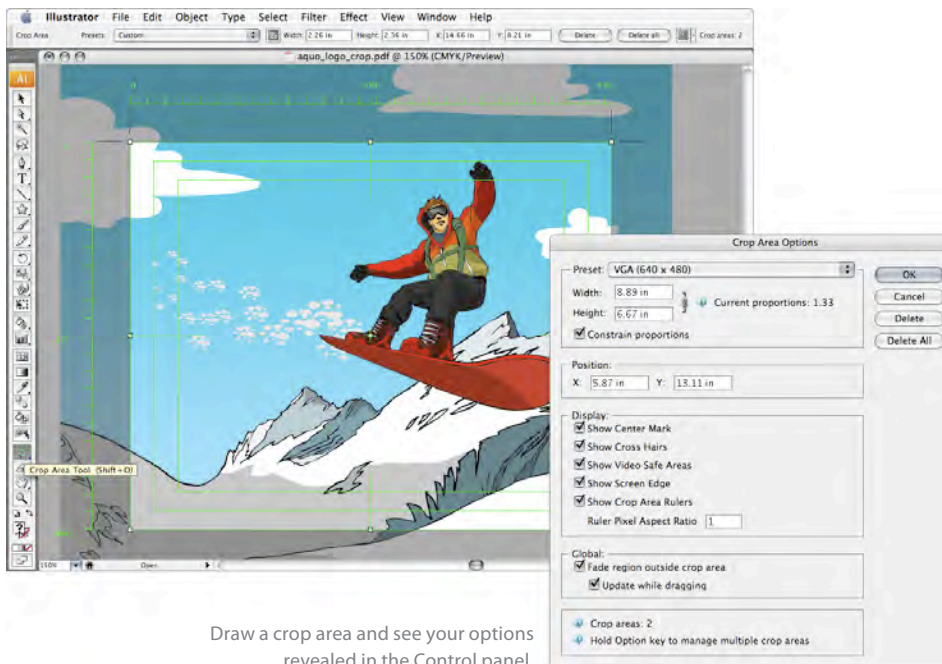
video and title-safe areas. If you're working on a web project, choose a profile for the web to automatically set raster resolution to 72ppi and color to RGB. Profiles for print default to CMYK color, offer a range of popular artboard setups, and include preset raster-effects resolutions. You can also save custom profiles that specify setup parameters such as artboard dimensions, swatches, brushes, styles, and color spaces.



The New Document dialog box provides pre-built profiles for your mobile, print, video, or web projects.

Crop Area tool with predefined settings for film, video, and web

The new Crop Area tool in Illustrator CS3 provides a working environment that includes dimensions and units tailored to your output. For film, video, the web, and print, predefined Crop Area characteristics set up your workspace so that it's automatically efficient for the type of media that will display your designs.



Draw a crop area and see your options revealed in the Control panel.

Use the Crop Area tool to create a rectangular crop area of any size. The Control panel provides preset crop area selections along with options for custom sizes and positions, pixel aspect ratios, and display controls for items such as rulers and safe areas.

There are many other powerful new features in Photoshop CS3 Extended and Illustrator CS3. For more information, see *Adobe Photoshop CS3 Extended What's New* and *Adobe Illustrator CS3 What's New*.

New Adobe Flash CS3 Professional

Take your professional video productions to an even wider audience on the web. Now you can export Flash video from After Effects and Adobe Premiere Pro and markers convert to cue points for easy handling in Adobe Flash CS3 Professional. You can then enrich those productions in Flash by using enhanced interactive authoring and drawing tools. Tired of losing layers and other useful controls from your Photoshop and Illustrator images when they're imported into Flash? In Flash CS3 Professional, you can import native Photoshop and Illustrator files with full fidelity. To further smooth your path, workspace panels and other interface elements in Flash now closely match those in Photoshop CS3, Illustrator CS3, After Effects CS3, and Adobe Premiere Pro CS3 to make moving between tasks intuitive, thus helping boost your productivity.

Flash video export with markers converted to cue points

Encode video and audio for Flash projects and web playback with direct export to Flash video (FLV). On export, Adobe Premiere Pro CS3 automatically converts timeline markers into Flash cue points that can be used to trigger interactivity during playback. For example, in Flash CS3 you can set the cue points to synchronize graphics and subtitles with specific points in the video, or to trigger other SWF or FLV files.

In Adobe Premiere Pro CS3, create FLV files with the high-quality VP6 codec introduced in Macromedia® Flash Player 8. Reach the largest Internet audience with Flash video, viewable on over 96% of Internet-enabled desktops.

Native Photoshop and Illustrator import into Flash

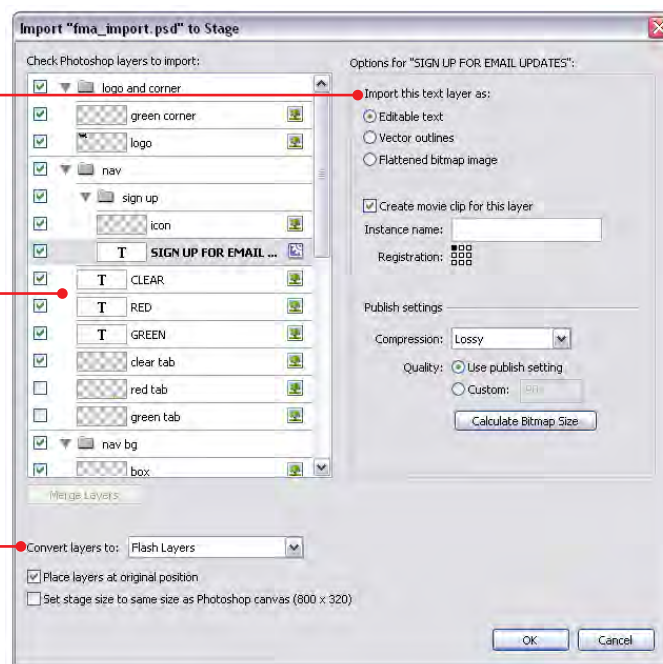
As an integral part of Adobe Creative Suite 3 software, Flash CS3 offers impressive integration with Photoshop and Illustrator. Designers and developers are now free to use the applications they feel most comfortable with, yet still be able to work within the powerful design and development environment of Flash—without sacrifice.

If you're trying to quickly import content, a new Paste dialog box makes it possible to preserve functionality and structure when copying and pasting from Photoshop or Illustrator into Flash. For an even higher level of functionality, you can import native Photoshop (PSD) and Illustrator (AI) files directly into Flash CS3 layouts. In doing so, you'll find that you have an incredible amount of control over your content.

For each individual layer in the Photoshop file, choose how Flash should preserve the information.

View the entire hierarchy of the Photoshop file, and choose which layers to import and which ones to ignore.

Convert Photoshop layers to either Flash layers or Flash keyframes.



When you import a PSD file into Flash, a dialog box appears, revealing the entire layer hierarchy of the Photoshop file. You then have the ability to choose which layers you want to import, and can also choose from a variety of settings for each individual layer. For example, you can retain Photoshop text as editable text in Flash, convert Photoshop layers or layer groups into Movie Clip symbols, and even specify publish settings. Flash can set the stage size of your project to match the canvas size of the Photoshop file, and can also ensure that layer content appears in position.

When you import an Illustrator file, a dialog box displays a listing of all layers, groups, and even objects. For

each of these, you have complete control over which are imported, and over the settings determining how each object is brought into your Flash document. You can import Illustrator layers as separate Flash layers, keyframes, or single Flash layers, and objects in the Flash Library panel are organized in folders that mirror the structure in Illustrator CS3.

Improved QuickTime workflow

Flash CS3 introduces an advanced QuickTime export feature that captures exactly what Adobe Flash Player plays back. That means complex nested symbols and all ActionScript™ language will export exactly as you would have seen and heard them in Flash Player. Export QuickTime files that include nested Movie Clip symbols, content generated with ActionScript, and run-time effects such as drop shadow and blur.

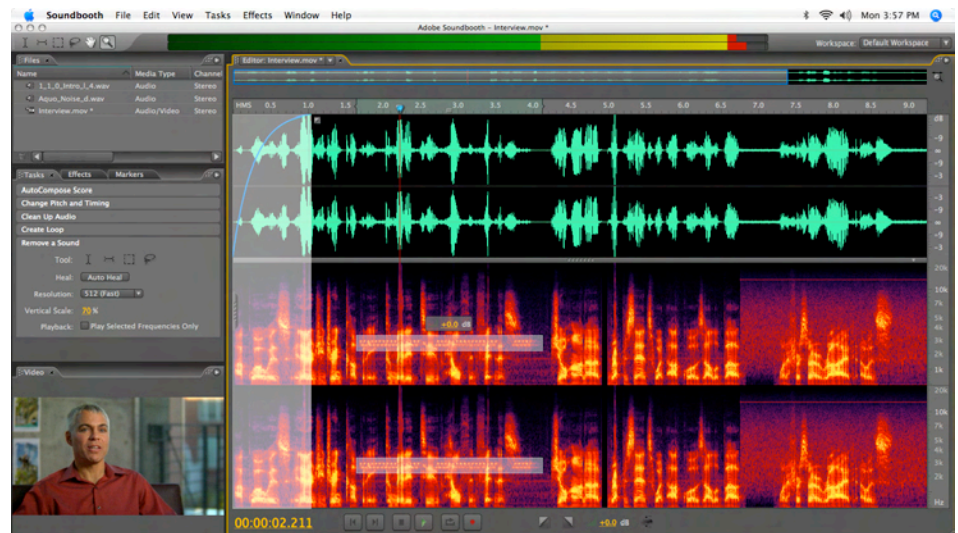
The ability to generate an alpha channel, combined with a new Publish option that can ignore hidden layers upon export, allows for powerful new workflows between Flash and video editing tools such as Adobe Premiere Pro and After Effects.

For information about more features in Adobe Flash CS3 Professional, see *Adobe Flash CS3 Professional What's New*.

Innovative new Adobe Soundbooth CS3

Quickly accomplish common audio production tasks such as trimming clips, removing noise, creating sound effects, polishing voiceovers, and customizing music to fit your production, even if audio production isn't your specialty. Built for video editors, web designers and developers, motion graphics artists, and other creative professionals, Adobe Soundbooth CS3 software delivers tools for everyday audio editing and cleanup, sound design, and music creation—all within a familiar, Adobe interface.

Designed specifically for the needs of visual professionals, Soundbooth CS3 provides all the tools you need for everyday audio tasks in a familiar Adobe interface.



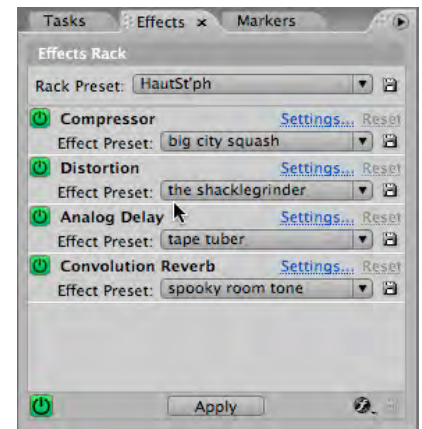
Intuitive audio editing with on-clip controls—Improving audio is now as easy as clicking on an audio asset. Soundbooth features instant cut, copy, and paste functions, and on-clip editing tools such as trim, fade, and volume control. With one click, you can quickly fix, boost, decrease, or otherwise modify audio to better meet the needs of your production.

Fast audio cleanup—Rescue audio assets that might otherwise have needed to be re-recorded. Use audio cleanup tools in Soundbooth to remove the background hiss and hum of an air conditioner, rumble noise coming from the tape in a video camera, clicks and pops from a wireless microphone, or other unwanted background noises and artifacts while preserving the dynamics and sound quality of your audio.

AutoComposer with customizable Soundbooth Scores—Use AutoComposer to easily customize the length and mood of music to match your production. Open and edit any of the dozens of included Soundbooth Scores and use keyframes to quickly change or customize the score's length, intensity, and instrumentation to best suit your production. Adjust the sliders to make the music fit the mood of the scene, or use the keyframing mode to automate changes over time as the mood of your video changes.

Fast mastering and vocal improvement—Polish the overall sound by applying any of the high-quality mastering effects in Soundbooth, and then tweak your settings to achieve exactly the sound you want. Use Vocal Enhancer to brighten up vocals, or to increase, decrease, or otherwise optimize the level of an audio asset across the timeline with just one click. Use the on-clip volume controls to even out the amplitude of different parts of a dialogue track where the recording volume varies.

More than 15 high-quality audio filters—Master audio with EQ and compression, add noise to a track with distortion, create room ambiance with reverb, enhance the sound of footsteps with echo, or add chorus to a voice. Choose from presets already included or create and save your own presets for use throughout your work. Adjust audio assets to match or enhance slow-motion scenes with time and pitch manipulation. Stack up to five filters at a time with the Effects Rack and preview them in real time. The high-quality effects in Soundbooth will add a professional finish to the audio elements of your production.

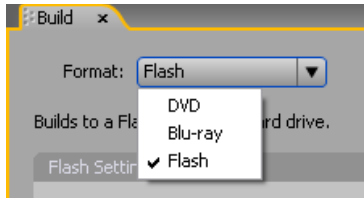


Stack up to five effects in the Effects Rack.

Customize thousands of sound effects available via Resource Central—Access Resource Central from within Adobe Soundbooth CS3 and quickly browse thousands of sound effects and Soundbooth Scores. Tailor your sound effects by applying any of the included audio filters like distortion, reverb, chorus, or echo, or by stretching their time or pitch. Then save your customized sound effects in your sound library for later use in Adobe Flash CS3 and other software. (Access to Resource Central requires an Internet connection.)

Work easily with Adobe Premiere Pro CS3—Launch Soundbooth directly from within Adobe Premiere Pro CS3 to conveniently edit the audio of a selected clip without leaving your visual project. Remove noise, optimize levels, or otherwise fix and heal your audio assets, and then save your changes in Soundbooth and see them update automatically in your Adobe Premiere Pro project.

For more detail on these and other features, see *Adobe Soundbooth CS3 What's New*.



Export Adobe Encore CS3 projects as DVD, Blu-ray Disc, and Flash. When you select Flash, Encore generates HTML, FLV, and SWF files that provide DVD-style chapter selection and interactivity over the web.

New Adobe Encore CS3

Adobe Encore CS3 makes getting your productions to the widest possible audience easier and faster than ever. Create projects for Blu-ray Disc, DVD, and Flash at the same time. In Encore, professional authoring, design, and mastering tools are combined to help you deliver multiple media formats with ease. You can create simple single-menu discs as well as elaborate titles complete with interactive menus, multiple audio tracks, and subtitle tracks.

Blu-ray Disc authoring

Use the same Encore interface and features to author and deliver professional titles on standard-definition DVDs and high-definition Blu-ray Discs. Or author a high-definition Blu-ray Disc project and, with one click, create a finished standard-definition DVD project.

Flash output

Easily create Flash versions of your DVD and Blu-ray Disc projects, ready for distribution on the web. Create interactive SWF content without scripting and without mastering the Flash authoring environment. Deliver DVD-style menus, interactivity, and content to the people who are using over 700 million computers and devices worldwide that have Flash Player installed.

Author once, deliver to multiple media formats

Author a single project in Adobe Encore CS3, and easily deliver it as standard-definition DVD, high-definition Blu-ray Disc, and web-friendly Flash content with one click. Create in more media formats and reach a wider audience with less effort and in less time.

More information about Encore CS3 is available in *Adobe Premiere Pro What's New*.

Extended integration for exceptional productivity

In Production Premium, component integration runs deep, providing a smooth workflow as you move from task to task. For example, import SWF files into your After Effects compositions. With Dynamic Link, see your work in After Effects reflected immediately in Adobe Premiere Pro and Encore without rendering. Move projects and files easily between components that offer standard user interface elements and behaviors such as common tools and panels that dock and group. Now preview FLV and SWF files in Adobe Bridge, and find assets quickly, with a single click in the Bridge Filter panel to limit display to a specific file type.

Photoshop integration with After Effects

After Effects CS3 Professional takes powerful features from Photoshop—Layer Styles, Video Layers, and Vanishing Point—to new heights of creativity, increasing operability and functionality when using After Effects and Photoshop together.

In Photoshop, Layer Styles have long given you the ability to add texture and shading to even the most basic layer instantly. Now you can find many of the same styles in After Effects, including:

- Drop Shadows
- Inner Shadows
- Inner Glow
- Outer Glow
- Bevel And Emboss
- Satin
- Stroke
- Color Overlay
- Gradient Overlay



Layer Styles transform text with just a few clicks. Here, Outer Glow and a Drop Shadow add interest and dimension. Styles can be toggled on and off, or even animated.

After Effects lets you transcend what is possible in Photoshop. Animate Layer Styles and all of their individual properties at will. Need to change the angle of a shadow, or even make it use global light settings? No problem. Want a gradient's colors and transparency to change over time? Easy.

After Effects CS3 also fully supports the new video layers in Photoshop CS3 Extended, discussed earlier. Files containing these layers can be imported into After Effects seamlessly, making this a vital format for tasks such as rotoscoping and animated paint.

Vanishing Point lets you specify 3D sets of planes of perspective in a 2D Photoshop image. You can then use those planes as 3D layers in After Effects.

Integration between Flash CS3 Professional and After Effects CS3

After Effects CS3 offers unprecedented support for Flash designers. In After Effects, you can create and export cue points in Flash video (FLV) files, enhancing the interactive potential of the animations you create. Not only that, but any stream of keyframes in the After Effects timeline can be used to generate cue points; for example, you can export motion tracking keyframe data directly into Flash.

FLV files can be batch-rendered and even created simultaneously with other types of output, thanks to the ability to add multiple Output Modules. These files can also contain alpha channels, so that color keying or other transparency data that you generate in After Effects can be put to full use in Flash.

After Effects also allows you to continuously rasterize vector shapes and to preserve alpha channels from Flash, just as you would with Photoshop and Illustrator files—a huge boon to character animators who work in both applications.

Adobe Dynamic Link

Available only in Production Premium, Adobe Dynamic Link provides a dramatic breakthrough in post-production workflows by eliminating the need to re-render compositions when moving from After Effects to Adobe Premiere Pro and Encore.

Because of Adobe Dynamic Link, you can:

- View and work with motion graphics, title sequences, and visual effects in After Effects and in the Adobe Premiere Pro timeline with no need to render and import new video in Adobe Premiere Pro every time you make a change in After Effects.
- Send a DVD menu directly to After Effects for animation, export your animation from After Effects to Encore DVD as a movie file, and then add it to your menu background for a stunning motion menu—all without re-rendering.

This direct link means you spend more time perfecting your productions and less time waiting for intermediate renders to be completed, thus eliminating a frustrating and time-consuming production bottleneck.

Standard Adobe interface

Enjoy common user interface elements when working with the various components of Production Premium. Similar tools, familiar icons, and customizable workspaces enable you to move smoothly from task to task and from component to component.

Flash, Photoshop, and Illustrator all have a new, elegantly redesigned interface featuring workspace panels that dock and group in ways similar to the panels found in After Effects, Adobe Premiere Pro, Encore, and Soundbooth, giving you optimal organization while eliminating overlapping palettes and windows. Throughout Production Premium you are able to save custom workspaces and presets.

Leverage your knowledge of tools, panels, and keyboard shortcuts used in one component when you encounter similar ones again in another.

New support for Flash and Soundbooth in Adobe Bridge CS3

Adobe Bridge CS3 can now be launched from the File > Browse menu, and assets can be dragged directly from Bridge into Flash or Soundbooth as well. Preview your FLV, SWF, and audio files directly in Bridge before adding them to your project. Flash CS3 also adds ExtendScript and BridgeTalk support for cross-application scripting. Bridge Home, a new destination in Adobe Bridge CS3, provides up-to-date information on all your Production Premium components in one convenient location. Visit Bridge Home to watch the latest video tutorials, listen to podcast interviews with leading designers, or to learn about the next training event in your community. Discover the tips and resources that will help you work faster and smarter, making the most of your Adobe products.

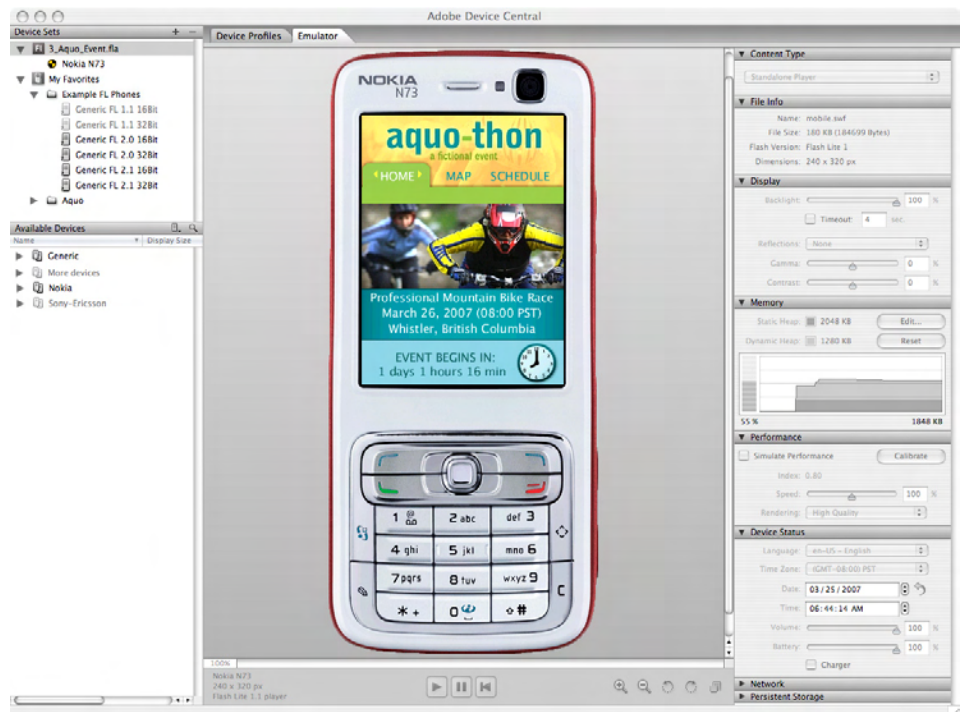
Available for Mac and Windows

Whether it's Mac or Windows, work on the platform you prefer. Production Premium runs on the latest versions of the Mac and Windows operating systems, and is supported by a broad selection of third-party plug-ins, books, training materials, and leading industry partners.

Expanded output options, including video for mobile phones

Put your productions in the pockets of your audience by using Adobe Media Encoder in Adobe Premiere Pro, After Effects, Soundbooth, and Encore to export 3GPP and H.264 content for cell phones and other mobile devices. Use new Adobe Device Central CS3 to preview your exported video as well as mobile content created in Flash CS3 Professional, Photoshop CS3, and Illustrator CS3.

Device Central can preview content for many brands and models of mobile devices, with additional device profiles provided regularly through convenient online updates.



Device Central displays realistic skins that allow you to preview mobile content—including web and Flash Lite™ content, video, and images—on a variety of mobile and handheld electronic devices. You can interact with the emulated devices in a way that simulates real-world interactions, and you can control emulation options to create a range of testing scenarios. These tools make it easy to preview and test the appearance, performance, and behavior of your content, right on your desktop.

Adobe Device Central provides a built-in library of devices to choose from, each with a profile that contains detailed information about the device and the content types it supports. You can search through available devices, compare multiple devices, and create custom sets of the devices you use most.

In addition to providing quick access to essential technical specifications for mobile devices, Adobe Device Central also provides you with immediate feedback on other important real-world scenarios, such as simulating display conditions that show what your mobile content looks like in bright sunshine or when the backlight times out.

Adobe Device Central CS3 is deeply integrated with other Production Premium components. For example, you can start mobile projects in Flash CS3 Professional, Photoshop CS3, or Illustrator CS3, and then work back and forth from Device Central as you preview, test, optimize, and deliver dynamic and engaging mobile content.

When working in Device Central with Flash content, you can emulate the performance of your file as it would be displayed on a specific mobile device. This will give you an accurate feel for the total experience of your content, and allows you to make sure that its performance will meet your standards of excellence before you ever transfer it to the actual device.

If you need to develop the best looking and highest performing mobile device content for the widest possible range of user scenarios—and in the least amount of time, put Adobe Device Central to work for you today.

Quick, effective keying with Adobe Ultra CS3 (Windows only)

Create background composites that are convincing in every detail, even from marginal video sources, using Adobe Ultra CS3, available exclusively as a component of Production Premium. Import Photoshop files as backdrops or virtual sets. Use the one-click Set Key feature for fast setup of better videos, with less tweaking.

Ultra compensates for keying nightmares such as uneven lighting, wrinkled backdrops, and frizzy hair. You get support for all standard HD and HDV resolutions and aspect ratios, and for a variety of standard frame rates. Ultra lets you use your laptop to preview keying right on location, and it also features real-time color correction and 32-bit rendering quality for the best possible results.

Ultra integrates seamlessly with After Effects and Adobe Premiere Pro, and supports all standard video formats, including AVI, MPEG, DV, Flash, and QuickTime, among others. To enhance your productions, Ultra also includes a rich set of virtual sets—including animated backgrounds—ranging from corporate and educational settings to newsrooms and futuristic studios.

Availability and pricing

In the United States and Canada, Adobe Creative Suite 3 Production Premium for Intel-based Mac OS X or Windows XP and Windows Vista is expected to ship in the third quarter of 2007. Adobe Creative Suite 3 Production Premium will be available for an estimated street price of US\$1699, directly from Adobe or through Adobe Authorized Resellers. Customers may order directly from Adobe by visiting the Adobe Store at www.adobe.com or calling 1-800-833-6687.

Licensed users of Adobe Production Studio (Premium or Standard edition) can upgrade to Adobe Creative Suite 3 Production Premium for an estimated street price of US\$799. Licensed users of qualifying Adobe point products, such as After Effects or Adobe Premiere Pro, can upgrade to Production Premium for an estimated street price of US\$1199.

Estimated street prices do not include taxes, shipping, handling, or other related expenses. A complete list of products that qualify users for upgrade pricing is available in the Pricing

Overview document. Information on pricing and support policies outside of North America and for Education customers will be available separately.

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

Macintosh

- Multi-core Intel processors required. Photoshop Extended, Illustrator, Flash Professional, After Effects Professional are Universal Binary and also work on Power PC G4 or G5 processors. OnLocation CS3 is a Windows application and may be used with Boot Camp.
- Mac OS X v. 10.4.9
- 1 GB of RAM or more recommended for DV; 2 GB of RAM or more recommended for HDV and HD; more RAM recommended when running multiple applications
- Approximately 30 GB available hard-disk space for a complete installation of all components (additional free space required during installation)
- DVD-ROM drive required for installation
- Dedicated 7200 RPM hard drive for DV and HDV editing; striped disk array storage (RAID 0) for HD, SCSI disk subsystem preferred
- 1280x1024 monitor resolution with 32-bit video card; Adobe recommended graphics card for GPU-accelerated playback; For OpenGL support: OpenGL 1.4 capable graphics card with at least 64 MB of VRAM for some 3D features in Photoshop Extended, Adobe After Effects supported OpenGL 2.0 card (Nvidia recommended)*
- Blu-ray burner required for Blu-ray Disc creation
- Core Audio-compatible sound card
- SuperDrive for DVD burning
- QuickTime 7.5.1 required to use QuickTime features
- Internet or phone connection required for product activation

Windows

- Intel® Pentium 4 (1.4 GHz processor for DV, 3.4 GHz processor for HDV); Intel Centrino®; Intel Xeon® (dual Xeon 2.8 GHz processors for HD); Intel Core™ Duo or compatible processor (SSE2-enabled processor required for AMD systems)
- Windows XP Home or Professional with Service Pack 2; Windows Vista Home Premium, Business, Enterprise, or Ultimate (certified support for 32-bit editions only)
- 1 GB of RAM or more recommended for DV; 2 GB of RAM or more recommended for HDV and HD; more RAM recommended when running multiple applications
- Approximately 32 GB available hard-disk space (additional free space required during installation)
- DVD-ROM drive required for installation
- Dedicated 7200 RPM hard drive for DV and HDV editing; striped disk array storage (RAID 0) for HD, SCSI disk subsystem preferred
- 1280x1024 monitor resolution with 32-bit video card; Adobe recommended graphics card for GPU-accelerated playback; Some 3D features in Photoshop Extended require a DirectX 9 capable graphics card with at least 64 MB of VRAM*; For OpenGL support: Adobe After Effects supported OpenGL 2.0 card (Nvidia recommended)*
- For SD/HD workflows, an Adobe-certified card for capture and export to tape (Visit www.adobe.com for supported devices and driver versions)*
- OHCI-compatible IEEE 1394 port for DV and HDV capture, export to tape, transmit to DV device
- Blu-ray burner required for Blu-ray Disc creation
- Microsoft DirectX or ASIO-compatible sound card
- DVD+-R burner required for DVD creation
- QuickTime 7.5.1 required to use QuickTime features
- Internet or phone connection required for product activation

Expected Ship Date

Third Quarter 2007

For more information

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

* For Adobe recommendations, compatibility lists and updates to system requirements, visit www.adobe.com.



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

Adobe, the Adobe logo, ActionsScript, Adobe OnLocation, Adobe Premiere, After Effects, Creative Suite, Encore, Flash, Flash Lite, Illustrator, Macromedia, Photoshop, Soundbooth, and Ultra are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac, the Mac logo, Mac OS, and Macintosh are trademarks of Apple Inc., registered in the United States and other countries. QuickTime and the QuickTime logo are trademarks used under license. The QuickTime logo is registered in the U.S. and other countries. Intel and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. PowerPC is a trademark of International Business Machines Corporation in the United States, other countries, or both. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners. © 2007 Adobe Systems Incorporated. All rights reserved. Printed in the USA. 02/12/07