

What's coming to Adobe Creative Cloud

Pro video preview | NAB 2014



Adobe Creative Cloud

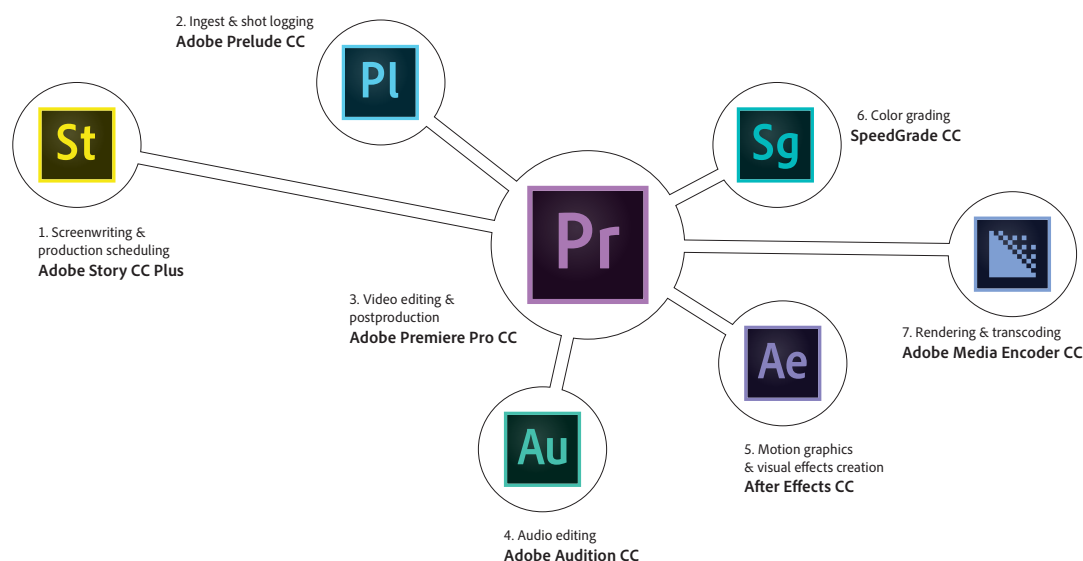
With Adobe Creative Cloud, a simple monthly membership gives you access to the complete collection of Adobe creative desktop applications – plus new features and upgrades as soon as they are available. Cloud storage and file syncing capabilities allow you to access your files from virtually anywhere, while Internet-based services let you build and publish websites, portfolios, mobile apps, iPad publications, and content for any medium or device. Your entire creative world gets its own central dashboard to keep your ideas, files, fonts, settings, notifications, desktop applications, and team members in sync.

www.creativecloud.com

Editing and video content creation workflows are about to get easier and more exciting, with major updates coming soon to Creative Cloud, bringing more Adobe magic, expanded support for cutting edge technologies, and an even more connected creative experience. Whether you are an established professional or an aspiring artist, Creative Cloud delivers a complete filmmaking toolkit to your desktop. Connect the steps in your production pipeline and deliver brilliant work for the web, broadcast, and cinema.

Accomplish more in your NLE with Live Text Templates and Masking and Tracking, new integrations that leverage the power of Adobe After Effects inside Adobe Premiere Pro. Race through projects with enhanced graphics performance in Premiere Pro, precise new keying effects in After Effects, a more flexible Direct Link color pipeline in Adobe SpeedGrade CC, better multitrack tools for audio work in Adobe Audition CC, and more. The next release of the Creative Cloud video tools offers better production planning with Adobe Story CC Plus, faster shot logging with Adobe Prelude CC, and expanded output options for final delivery using Adobe Media Encoder CC.

Creative Cloud gives you all of the Adobe video tools, along with industry-leading design, web, and photography apps, so you can create without limits. With frequent updates, a growing library of training resources, the expanding Creative Cloud eco-system, and access to your content from almost anywhere, Creative Cloud is always evolving—just like you.



Creative Cloud gives you a complete video production pipeline. Write scripts and generate production schedules with Adobe Story. During production, ingest media and add shooting notes with Prelude. Premiere Pro is both an editing platform and a central hub for your other postproduction tools, including Audition for audio work, After Effects for creating graphical elements and visual effects, and SpeedGrade for color grading. Render out final deliverables with Adobe Media Encoder.



Adobe Premiere Pro is a professional video editing application.

Who uses Premiere Pro CC?

Professional editors in film and broadcast can get straight to work with nearly any format in Premiere Pro, customizing preferences to tailor their workflows, and helping them to deliver world-class work on schedule.

Filmmakers and production companies count on the powerful Premiere Pro toolset and deep integration with the other Adobe production applications to bring their stories to the screen collaboratively and cost-effectively.

Corporate and event videographers rely on Premiere Pro to quickly manage and assemble footage and efficiently create evocative records of live events, or compelling web content.

Students and educators turn to Premiere Pro and Creative Cloud, giving them state-of-the-art production tools so they can learn the filmmaker's craft, and position themselves for success in the future.

What coming next in Adobe Premiere Pro CC

Boost your productivity with tighter integration between After Effects and Adobe Premiere Pro. Work within Premiere Pro using new features like **Live Text templates**, enabled by After Effects. Live Text templates let you import After Effects compositions into Premiere Pro with editable text, allowing you to include high production value motion graphics into your sequences without having to go back and forth to After Effects whenever you need to change your text content.

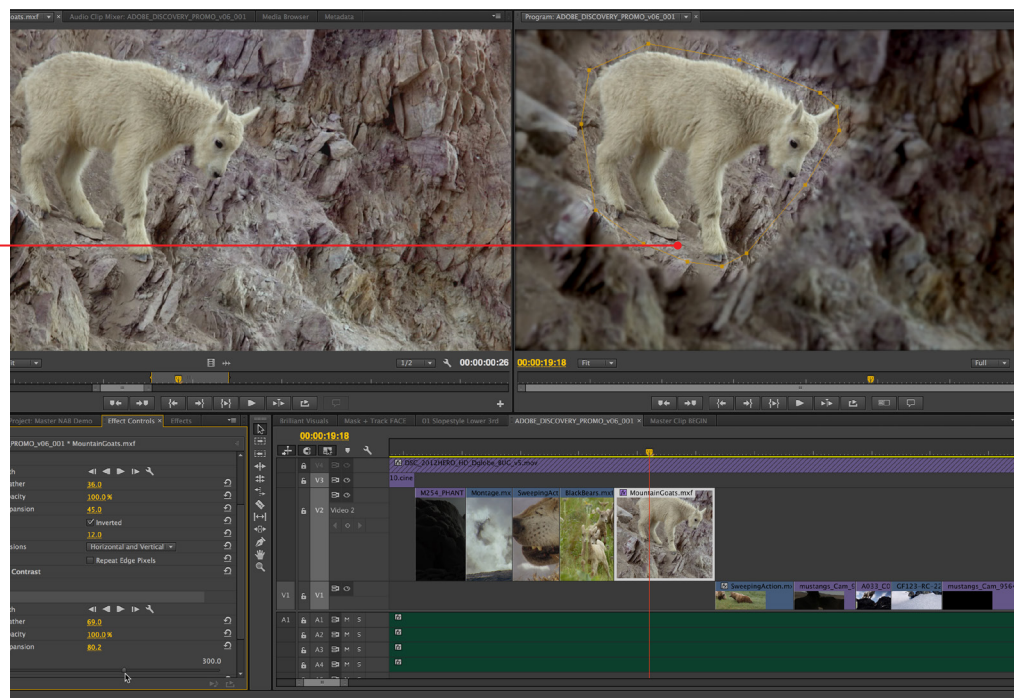
Powerful new **Masking and Tracking** tools make it easy to add feathered masks that follow your subjects through a shot, so blurring out faces, license plates, or logos is now a snap. Both Masking and Tracking shots and Live Text templates can be sent back to After Effects via Dynamic Link for further refinements, providing an even more integrated workflow and easier collaboration between editors and After Effects artists.

With the new **Master Clip effect** feature, any effects you apply to a Master Clip ripple down to every part of that clip in a sequence—so you can try out and add effects much more quickly than if you had to add them to each clip individually. Premiere Pro also offers a **faster editing workflow** with improved handling of large projects and accelerated sorting and searching in the Project panel, as well as **enhanced graphics performance**, with support for a wider range of GPUs, including GPU debayering for RED media.

Premiere Pro is built to integrate with your other tools, making postproduction workflows simpler and faster. **Improved Direct Link** offers a more flexible and robust roundtrip color grading workflow with SpeedGrade CC. Output to virtually any format, now including **DCP and AS-11 content packages** via Adobe Media Encoder CC. New **high-fidelity interchange** provides greater accuracy and a smoother experience when importing or exporting Avid or Final Cut Pro projects. **Expanded native format support** now also includes ARRI Amira, Sony STtP, and compressed lossless Cinema DNG from the Blackmagic Pocket Camera.

You can now **Autosave to Creative Cloud** for extra peace of mind—and to make your projects accessible wherever you are. **Typekit** support makes the Adobe type library available within Premiere Pro, giving you more to work with when creating titling.

Add feathering to edges of mask



Use the new Masking and Tracking features in Premiere Pro CC to add effects that follow the subject through the shot.



Adobe After Effects is the industry-leading motion graphics and visual effects application.

Who uses After Effects CC?

Motion graphics designers and visual effects artists use After Effects to produce intricately designed short-form content such as TV commercials, broadcast graphics, and film titles, and to create a wide range of visual effects shots.

Video editors and postproduction professionals use After Effects together with Premiere Pro, providing a comprehensive solution for efficiently delivering stunning production value.

Interactive designers love the flexible tools in After Effects that help them easily prepare dynamic media that integrates well with interactive projects.

What's coming next in After Effects CC

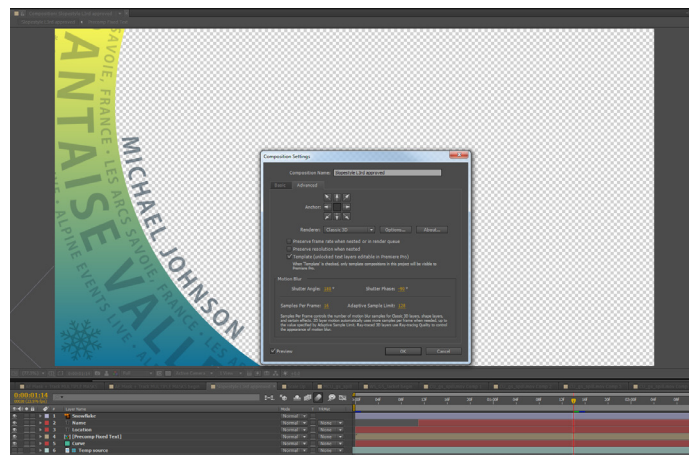
Get better keying results from compressed or badly-shot blue or green screen footage with new **keying effects**. Tweak challenging elements with detail-preserving precision and remove color spill cleanly with advanced spill suppressor controls.

New **Kuler integration** lets you capture colors anywhere with your iPhone or browser, and then save them as color swatch themes in After Effects for use in your compositions. **Typekit** integration gives you access within After Effects to over 700 fonts in the Adobe Typekit library. Add a second reference monitor for fullscreen previews of your compositions as you work, thanks to new **Mercury Transmit** support. Manage and import content more easily with the **improved Media Browser**. Navigate your media locally or across the network via Adobe Anywhere, including complex media types, such as P2 and XDCAM material.

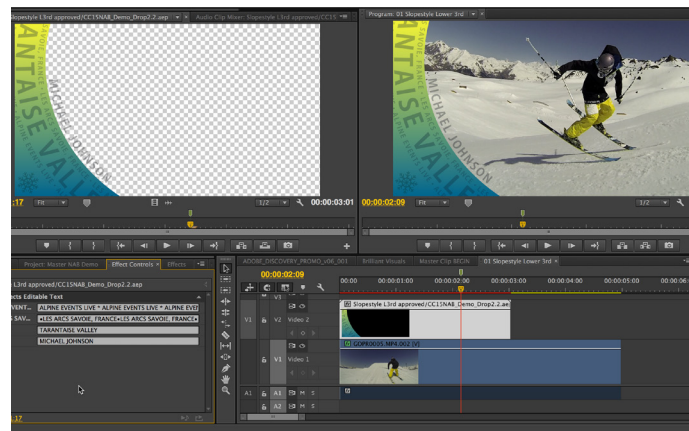
With new support for **Panel Integration**, partners can now develop panels that can be opened inside After Effects making it easy to access and install plug-ins, extensions, training media, or other content.

Integrate your video editing and After Effects workflows more closely with powerful new features that add ease and efficiency to your postproduction pipeline. Use new **Live Text templates** to create compositions with text that can be modified directly within Adobe Premiere Pro. With Dynamic Link you can easily make any additional adjustments back in After Effects.

With **flexible masking options and Premiere Pro interchange**, you can now add masks and effects without requiring additional adjustment layers or track matte layers. Each effect can be blended individually into the original layer. Import masks from Premiere Pro via Dynamic Link to refine tracking or apply other adjustments with the full power of After Effects.



With the new Live Text template feature, you can create compositions in After Effects and send them to Premiere Pro.



Editors can modify text within Live Text templates without leaving Premiere Pro.



SpeedGrade is an advanced color grading application.

Who uses SpeedGrade CC?

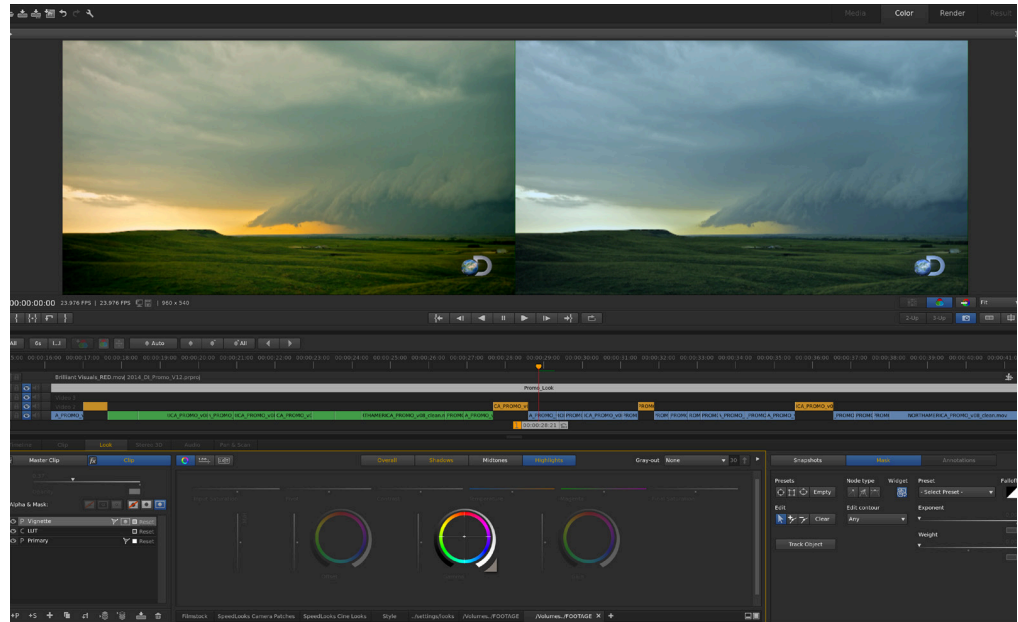
Video editors and filmmakers count on Direct Link between Premiere Pro and SpeedGrade for an easy workflow that gives every project its own distinctive cinematic look.

Visual effects artists use SpeedGrade to refine shots, craft creative looks, and deliver compelling and original short-form content.

Colorists rely on the 32-bit floating-point Lumetri Deep Color engine to provide exceptionally precise grading and virtually unlimited creative freedom for working with color.

What's coming next in SpeedGrade CC

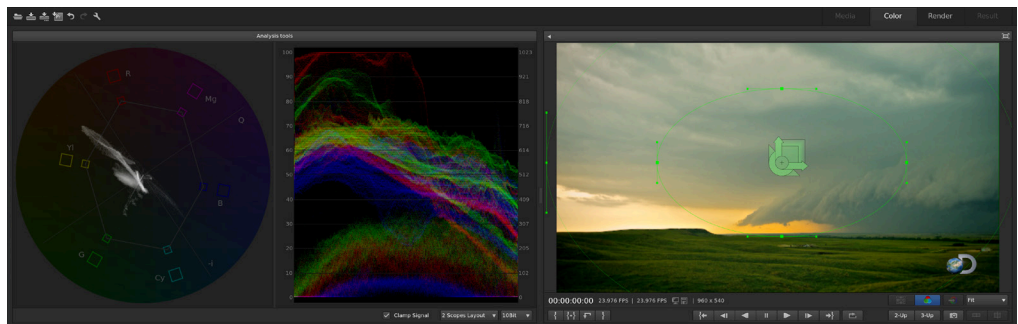
Do more with **improved Direct Link**, including the ability to toggle the Lumetri effect on and off and hide or show tracks for an easier overview of complex timelines. Use the new **Master Clip effect** to apply Looks to multiple clips and work faster with **refined grading tools**, like easy primary sliders and a simplified Effects menu.



Use Direct Link to move native Premiere Pro projects into SpeedGrade for color grading—and back again. The result is an integrated editing and color grading workflow.

Working inside SpeedGrade is more intuitive. Enhanced **broadcast standard scopes** use fixed scales to present image information in a more familiar way and the new **YUV Vectorscope** includes color targets so you can more easily visualize the color distribution. The **improved Look Manager** makes it simple to keep track of Look presets and your own custom Look libraries. For easier playback, SpeedGrade now shares the same keyboard transport controls as Premiere Pro.

The next release of SpeedGrade CC also includes **new SpeedLooks**, giving you more options for creative look design. Use them alongside the SpeedLooks camera patches for added precision with a broad range of today's digital cinema cameras.



SpeedGrade CC now offers broadcast standard scopes, including a new YUV Vectorscops (left).



Adobe Audition is a professional audio editing application.

Who uses Adobe Audition CC?

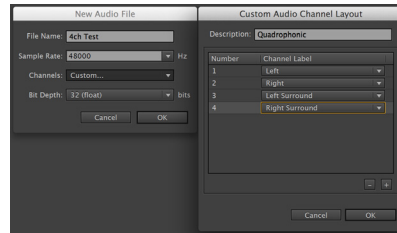
Video editors and filmmakers rely on the roundtrip workflow between Adobe Premiere Pro and Adobe Audition to enhance the production value of their work with clean, impactful audio.

Broadcasters and podcasters count on Adobe Audition to edit audio fast and efficiently and deliver pristine audio content for the airwaves or the Internet.

Audio pros use Adobe Audition for accurate analysis, precision restoration, and to build captivating soundscapes for games or any other projects that demand great audio.

What's coming next in Adobe Audition CC

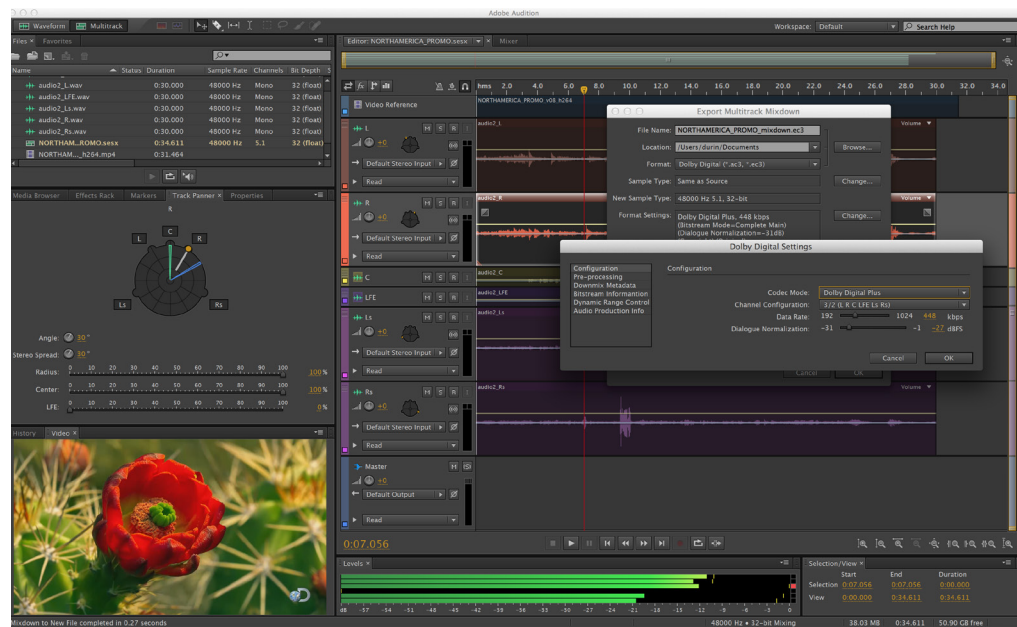
Along with broad format support, you can now work more easily with Dolby 5.1 audio content and deliver projects for broadcast, thanks to **Dolby Digital and Dolby Digital Plus support**. With new **custom channelization**, you can create audio for any setting, including 7.1 content for broadcast, or custom surround sound for dedicated installations with. Users can now define how many channels to give a project and add labels for each.



Do more with audio: Use the new custom channelization feature to build audio for virtually any type of multi-channel deliverable.

Enhanced multitrack features mean you can move more quickly through projects with improved visibility of clip content and selected tracks, lock tracks at minimum heights to reduce distractions, smartly manage the timeline work area, and use new track color features to easily group and organize your content.

And when you need help with a specific task, find helpful resources and plug-ins on **Adobe Exchange**.



Adobe Audition offers new multi-track enhancements, custom channelization support, and the ability to export to Dolby Digital.



Adobe Prelude provides a unified interface for ingest and shot logging during production.

Who uses Adobe Prelude CC?

Editors and assistants count on Adobe Prelude to start their projects on the right foot: ingesting and selecting shots, and adding markers and notes to help speed up their editing workflows.

Photojournalists and documentary filmmakers use Adobe Prelude to log, transcode, and organize field footage, and to create rough cuts with metadata.

Directors and producers rely on Adobe Prelude for saving production notes and ensuring their material is prepped for post-production.

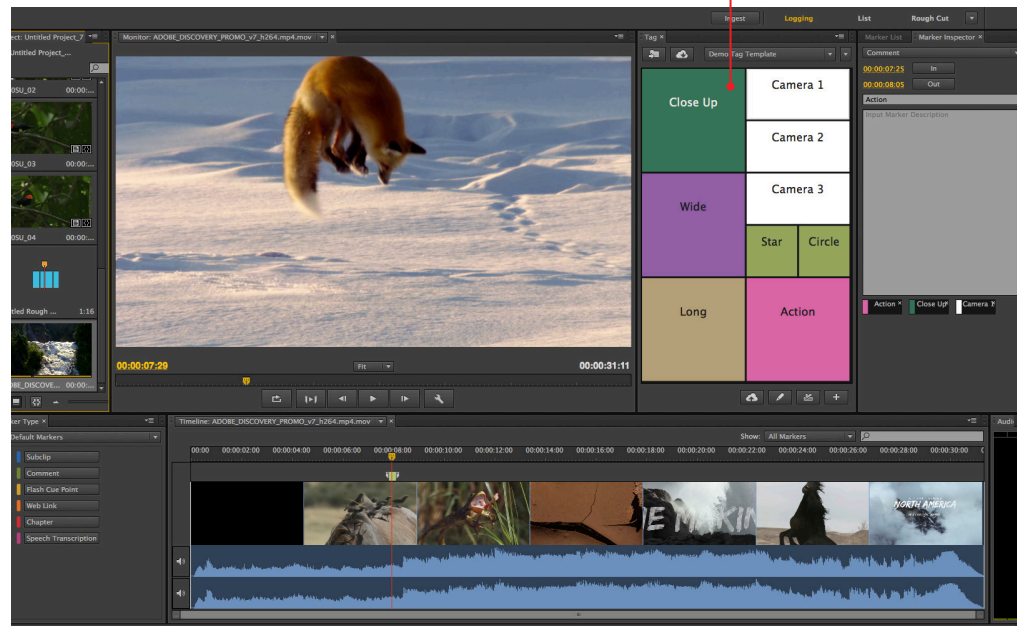
What's coming next in Adobe Prelude CC

Dramatically speed up shot logging by using the new **Tag panel** to create customized tags you can add with a single click as you review your footage. Enrich your media with metadata without typing—or typos. Save **Tag templates** for sharing between machines and users or re-use on new projects.

A **streamlined rough-cut workflow** lets you generate assembly edits with drag and drop ease, and new **trimming** with mouse and keyboard shortcuts automatically apply ripple trims directly in the Prelude timeline for basic editing.

Ingest panel enhancements give you more control when copying your media. Set custom values for auto increment renaming on ingest, and preview the transcoding duration and resulting file size of any shots you select for transferring and copying. New **sorting options** make it easier to stay on top of large projects.

Create your own tags to speed up and simplify logging work



Use the new tag panel in Prelude to add custom tags to your footage with a single click.



Adobe Story CC Plus is a web-based-screenwriting, collaboration, and production planning application.

Who uses Adobe Story CC Plus?

Filmmakers and broadcasters leverage Adobe Story Plus to manage script writing and production planning. Rich metadata from Story streamlines both postproduction and distribution.

Assistant Directors and production managers depend on Adobe Story Plus to plan and schedule every aspect of shoot days.

Screenwriters and creative teams use Adobe Story Plus to draft, shape, and share screenplays and projects, including detailed overviews, character bios, and production notes.

What's coming next in Adobe Story CC Plus

Bring your story to the screen faster and more easily. Fine-tune scripts with new **custom formatting options** such as modifying headers and footers to include date, location name, and program number.

With support for **Live Entertainment workflows**, you can customize scripts for programs with music-driven scripting and camera movements. Generate camera cards with music notation cues.

Capture AS-11 compliant metadata and export to XML that is recognized by the Digital Production Partnership (DPP) application so you can prepare for broadcast-ready content for distribution in the UK.

Adobe Story Free vs. Adobe Story CC Plus

Adobe Story Free offers all the core tools today's writers need. Adobe Story CC Plus adds support for collaborating with the rest of your team, along with sophisticated yet easy-to-use scheduling and reporting capabilities.

Each scene or location appears as a color-coded strip in the schedule

Use sort options to reorder strips (or drag strips to reposition them)

Scene	Studio	Location	INT	EXT	Day	Night	Evening	Break	Banner	Synopsis
TV Pilot part 1	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 2	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 3	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 4	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 5	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 6	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 7	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 8	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 9	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 10	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 11	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 12	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 13	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
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TV Pilot part 95	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 96	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 97	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 98	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 99	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM
TV Pilot part 100	3	STUDIO	2	INT	DAY					BIOLOGY CLASSROOM

Use Story CC Plus to generate detailed production schedules right from the script. Then add or modify details as required.



Adobe Media Encoder CC provides fast, reliable rendering and transcoding for video content.

Who uses Adobe Media Encoder?

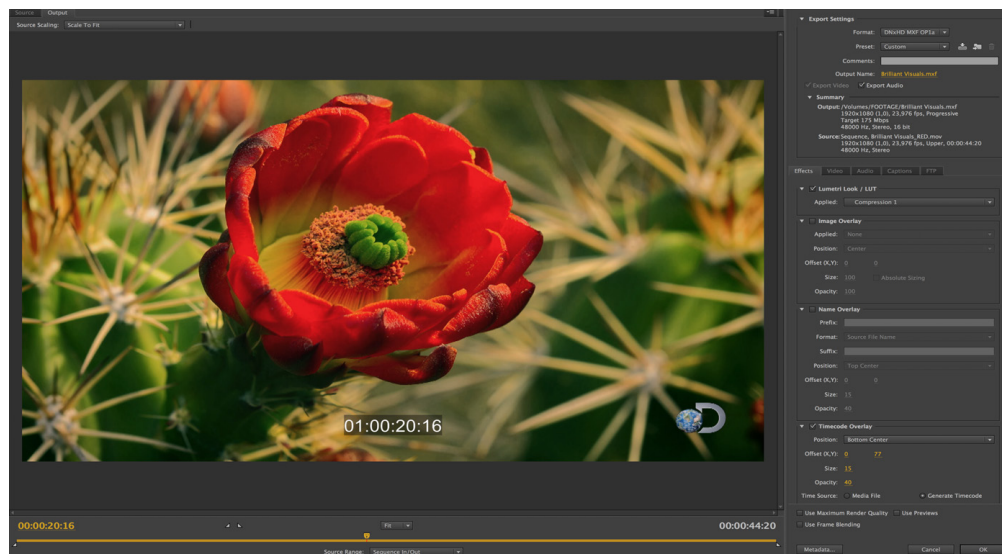
Video editors and content creators count on Media Encoder for reliable rendering of their projects for a virtually any type of deliverable

Filmmakers use Media Encoder throughout their productions for creating dailies, DCPs for review and for high quality final output

Production and broadcast professionals for transcoding and rendering content during production and rely on it as their workhorse for rendering content for web- and televised broadcast, including DCPs and AS-11 content packages.

What's coming next in Adobe Media Encoder CC

Render out your projects more quickly and efficiently with the GPU-accelerated **Mercury Playback Engine** and tight integration with Adobe Premiere Pro, After Effects, and Photoshop. Apply watermarks, time codes or LUTs with automatic image processing. Along with a wide range of encoding options, you can now also generate industry-standard DCP or AS-11 **content packages**. Work confidently with **fault-tolerant rendering** which tracks issues and heals red frame and black frame issues without holding up your render queue.



Adobe Media Encoder offers powerful image processing tools, such as LUTs and time code overlays, along with precise export options for rendering to a broad range of formats.

Putting it all together with Creative Cloud

Adobe Creative Cloud give you all the tools you need to build the right pipeline for every project. Move your content smoothly between applications and between users as you craft the final result. Use Media Encoder CC together with the other Adobe production tools to develop your screenplay, ingest and organize your shots, edit your video, add effects, sweeten your audio, color grade your images, and deliver content that moves your audience.

Get Adobe Creative Cloud

The Adobe pro video applications are available exclusively in Adobe Creative Cloud. You can join for free and get 30-day trials of any of the Adobe Creative Cloud desktop applications. Paid membership offers ongoing access to all of the Adobe creative desktop applications, including new features as they become available, plus online services for file sharing, publishing, and more.

To learn more, go to creativecloud.com.



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