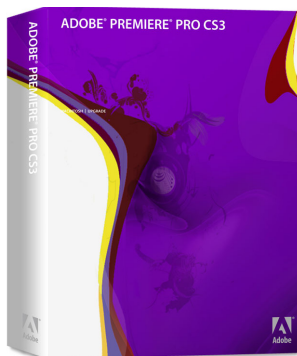


ADOBE® PREMIERE® PRO CS3

CAPTURE, EDIT, AND DELIVER TO VIDEO, DVD, AND THE WEB



What's included:

- Adobe Premiere Pro CS3
- Adobe Encore® CS3
- Adobe OnLocation CS3*
- Adobe Device Central CS3
- Adobe Bridge CS3
- Professionally designed templates

Adobe Premiere Pro CS3 is also available as a component of:

- Adobe Creative Suite 3 Production Premium
- Adobe Creative Suite 3 Master Collection

Adobe Premiere Pro CS3 software, available for both Mac and Windows, streamlines the entire video production process, from direct-to-disk recording, through editing, to final delivery for tape, disc, the web, and mobile devices.

Adobe Premiere Pro CS3 redefines productivity and flexibility for capturing, editing, and delivering video content. Video professionals want to concentrate on storytelling—not on the nuts and bolts of production—and Adobe Premiere Pro CS3 frees you to focus on telling your story. Maximize image quality and work faster during shoots by using Adobe OnLocation™ CS3 software (requires Windows and Boot Camp for Mac*), included with Adobe Premiere Pro, to calibrate cameras, monitor video signals, and record directly to disk—all during the shoot. Edit every major video format from DV to HD and beyond with Adobe Premiere Pro CS3. Improve efficiency and creativity with new workflow and new visual effects features. Save time and expand creative options through tight integration with other Adobe software, including Adobe After Effects® CS3 and Adobe Photoshop® CS3.

Adobe Encore CS3 software, now included with Adobe Premiere Pro CS3, lets you author once, and then output to Blu-ray Disc, DVD, and Flash® SWF for the web. Adobe Premiere Pro supports additional delivery platforms including Flash and mobile devices, letting you reach the widest audience possible.

Adobe Premiere Pro, Adobe OnLocation, and Adobe Encore are all also available as components of Adobe Creative Suite® 3 Production Premium software and Adobe Creative Suite 3 Master Collection software. Production Premium combines Adobe's essential post-production and graphics tools with Adobe Flash® CS3 Professional software and a new intuitive audio tool, Adobe Soundbooth® CS3 software. Master Collection combines the powerful components of Production Premium with those of Adobe Creative Suite 3 Design Premium software and Adobe Creative Suite 3 Web Premium software. Tight integration between Adobe tools saves time as you move from task to task. For example, Adobe Dynamic Link eliminates re-rendering when you use After Effects compositions in Adobe Premiere Pro and Encore.

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

Top new features

- Adobe Encore CS3 for Blu-ray Disc, DVD, and Flash production (Page 2)
- Adobe OnLocation CS3 (Page 3)
- High-quality slow motion (Page 4)
- Multiple Project panels and bins with smart file filtering (Page 5)
- Enhanced editing efficiency (Page 5)
- Output for mobile devices (Page 5)
- Flash video export with markers converted to cue points (Page 6)
- Adobe Bridge CS3 (Page 6)
- Available for Mac and Windows (Page 6)

Available for Windows and Intel®-based Macs, Adobe Premiere Pro CS3 improves productivity and gives you the power to:

Edit creatively and efficiently—Adobe Premiere Pro CS3 extends its state-of-the-art toolset with powerful and flexible new features that free you to focus on telling your story. For example, create dramatic slow-motion and other retiming effects with the new Time Remapping tool. Organize and find media assets easily and flexibly through multiple Project-panel views and intelligent file filtering. Edit more efficiently with advanced clip-replacement features and real-time audio playback of nested sequences. Get creative control of all your media through tight integration with After Effects, Photoshop, and Soundbooth.

Harness a complete editorial workflow—Adobe Premiere Pro CS3 maintains uncompromised image quality during all stages of video production, and supports every major standard-definition and high-definition video format. Maximize footage quality and save time while shooting with the professional camera calibration, video monitoring, and direct-to-disk recording tools in Adobe OnLocation CS3 (Windows only), included with Adobe Premiere Pro CS3. During post-production, edit DV, Digital Betacam, HDV, DVCPRO HD, HDCAM, 2K scans, and other formats with the real-time tools in Adobe Premiere Pro.* Streamline review feedback and implementation with Adobe Clip Notes.

Deliver everywhere—Adobe Premiere Pro CS3 and Adobe Encore CS3 embrace the latest delivery platforms. Finish and deliver to film, tape, DVD, Blu-ray Disc, the web, and mobile devices in a wide range of formats including FLV and SWF. Use Encore CS3 to build professional DVDs and Blu-ray Discs, and then, with one click, convert those Encore projects into finished Flash files ready for playback on the web. You can even encode for delivery to cell phones and other mobile devices.

Top new features in Adobe Premiere Pro CS3

The new features in Adobe Premiere Pro CS3 make every step of video production more efficient. These features increase productivity and flexibility during capture, editing, and delivery of video content, and let you create stories with maximum impact.

Adobe Encore CS3 for Blu-ray Disc, DVD, and Flash production

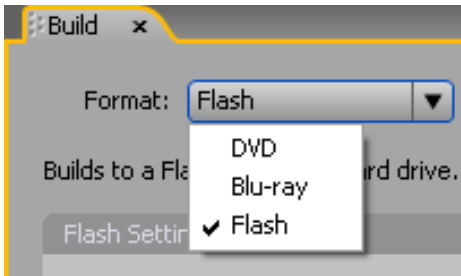
Easily build Blu-ray Disc, DVD, and Flash projects for film, business, training, and events with Adobe Encore CS3, included with Adobe Premiere Pro CS3. Encore CS3 provides professional but easy-to-use authoring, design, and mastering tools that tightly integrate with Adobe Premiere Pro and other Adobe software—and Encore delivers to multiple media formats.

The new Export To Encore feature in Adobe Premiere Pro encodes the content of your timeline and sends it directly to Encore, complete with chapter markers. In Encore, you can then directly burn a disc without menus, or you can create a more elaborate title with interactive menus, multiple audio tracks, subtitle tracks, and more.

Encore CS3 simplifies production and preserves control over interactivity and output. Instead of manual scripting, visually drag and drop assets to create your DVD and Blu-ray Disc navigation with the visual flow chart. Design full-featured interfaces by using robust text tools, menu templates, royalty-free art, and automated menu generation. Create menus in Adobe Photoshop file format with the Photoshop technology built into Encore. Buttons, text, and images are stored as layers and layer sets so you can edit them later in Photoshop.

Assemble video clips and images on the Encore timeline, or easily import an Adobe Premiere Pro project. View, edit, and embed XMP metadata such as title, author, keywords, IPTC data, contact information, and special instructions. Let Encore automatically convert source files into high-quality MPEG-2 or H.264 video and Dolby® Digital or DTS audio, or set compression parameters yourself. Either way, background transcoding lets you keep

* Support for some formats requires third-party capture cards.



Export Adobe Encore CS3 projects as DVD, Blu-ray Disc, or Flash. When you export as Flash, Encore generates HTML, FLV, and SWF files that provide DVD-style chapter selection, playback, and interactivity through the Flash Player.

working during conversion. Automatically verify DVD bit rate, navigation links, and subtitles; easily find and fix problems.

Create discs more efficiently through the unmatched integration between Encore and Adobe Premiere Pro, Photoshop, and After Effects. For example, use Edit Original to modify a media file in Photoshop or Adobe Premiere Pro, and instantly see the changes in Encore.

Build browsable and autoplay slideshows with transitions, pan-and-zoom effects, narration, and music. Import line 21 files to add closed captions to your NTSC DVD projects. For disc delivery, Adobe Encore CS3 provides professional mastering features including DLT output, DVD-standard copy protection, region coding, and playback controls.

New features in Adobe Encore CS3 include:

Blu-ray Disc output—Use the same Encore interface and features to author and deliver commercial-quality titles on both standard-definition DVD and high-definition Blu-ray Disc. Or author a high-definition Blu-ray Disc project and, with one click, create a finished standard-definition DVD project.

Publish Encore projects to the web—Export complete Encore Blu-ray Disc or DVD projects as finished Flash content ready for distribution on the web. Create interactive Flash SWF content directly in Encore, without opening Adobe Flash CS3 Professional. Deliver DVD-style menus, interactivity, and content to the approximately 98% of Internet-connected PCs that already have Flash Player installed.

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

Adobe OnLocation CS3

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. Record DV and HDV content directly from a FireWire-equipped camera to a computer hard drive. Ensure video quality with professional image-monitoring tools. Save time during post-production by eliminating the need to capture from tape. Run Adobe OnLocation independently of Adobe Premiere Pro on a Windows laptop with minimal system requirements. In short, shoot better video in less time with Adobe OnLocation CS3.

Adobe OnLocation CS3 includes the following features.

Direct-to-disk recording

Save time and increase control during shoots and post-production by recording DV and HD video directly from your camera to a laptop or workstation hard drive. Adobe OnLocation CS3 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 ready for editing in Adobe Premiere Pro. Control Adobe OnLocation through an interface that echoes a traditional VTR. Enter a project or scene name; 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 Adobe Premiere Pro CS3.

Professional on-set monitoring

Maximize image quality with Adobe OnLocation CS3. Connect the FireWire output of a DV or HDV camera to a laptop and quickly calibrate camera settings, 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.



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.

View underscan and safe area, as well as 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 lighting and focus, improve shot-to-shot consistency, and ensure that your video image is the best it can be.

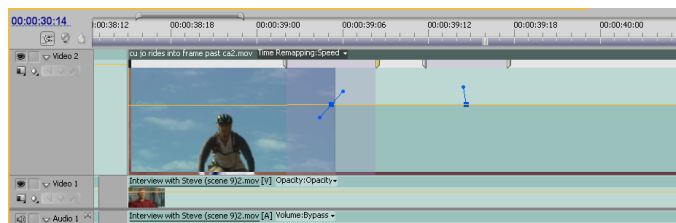
High-quality slow motion

Create dramatic retiming effects such as backward playback and variable-speed slow motion with Time Remapping. 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 within Adobe Premiere Pro CS3, with no need to export to another application.

Time Remapping 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. With this powerful new tool, when it comes to creating dramatic new effects in Adobe Premiere Pro, time really *is* on your side.

"This is the most instantly manageable and useable time remapping feature I have used. I am truly in control of the effect. Every adjustment and tweak turns out exactly as I anticipate. It's great."

Barrie Williams
pixelfantastic, London

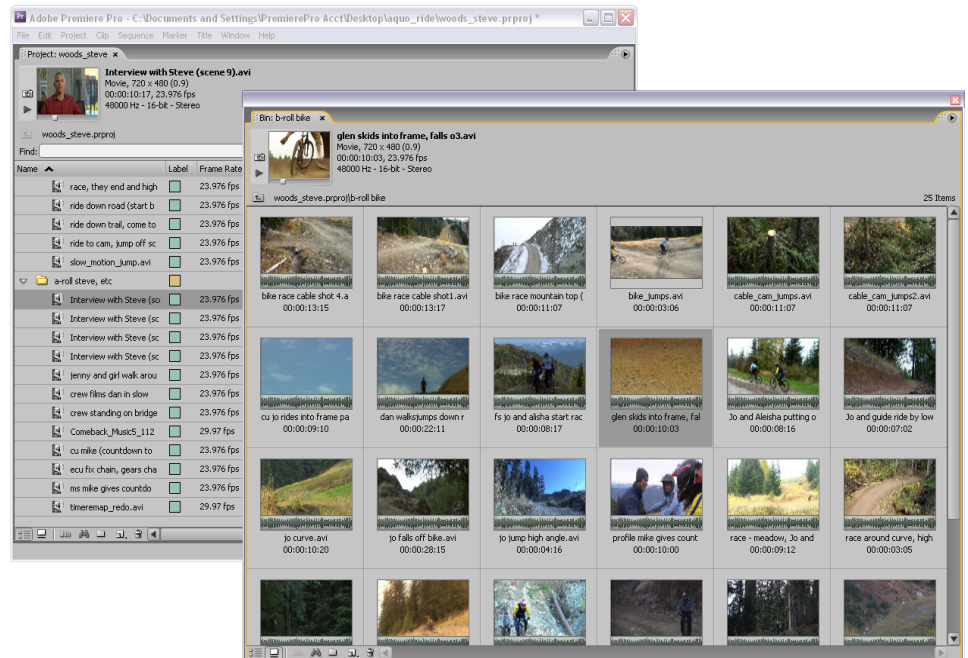


Create stunning slow-motion and other retiming effects directly in the timeline by setting and moving Time Remapping keyframe markers.

Multiple Project panels and bins with smart file filtering

Find, view, and organize files quickly and flexibly using multiple Project panels. Video projects can contain hundreds or thousands of individual files. Adobe Premiere Pro CS3 provides fast and fluid methods of finding and browsing files, preventing video editors from getting lost in a quagmire of content.

Enter a text string to find files, and see updated results as you type. Select a file attribute (such as Name, Media Type, Duration, or Log Note) to further refine results.



Maintain control of your media with multiple Project panels, customizable panel display settings, and instant file searches.

Sort and organize a project's assets into multiple Project panels, each with its own graphical or text view setting. For example, view scenic b-roll cutaway shots as visual icon images, and simultaneously view interview footage as a list of text information. Rearrange icons, set thumbnail frames, sort lists, and organize files into bin folders with ease. Display and handle media files in the way that works best for you and your current project.

Enhanced editing efficiency

Work faster and with greater flexibility by using powerful new editing tools in Adobe Premiere Pro CS3. Hear tracks immediately: Play back audio in nested sequences without rendering. Update sequences faster: Replace any clip in the timeline with a new clip while preserving the original clip's editing attributes and effects settings. Improve audio easily: Apply the new Spectral Design audio filters to reduce noise, control dynamics, tweak EQ and compression, and add subtle effects. Navigate easily: Use keyboard shortcuts to move between interface panels (Timeline, Project, Effects, Source, and so on).

Output for mobile devices

Compress video for delivery to the latest handheld devices. Use Adobe Media Encoder to export 3GPP and H.264 video optimized for playback on mobile phones, iPods, PSPs, and other mobile devices. Use Adobe Device Central CS3 to simulate playback on specific devices to check content quality. Emulate device memory, simulate backlit screens in bright sunlight, model low-battery situations, and more. Download profile updates to add compression presets and playback simulators for new devices.

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, with Adobe Flash CS3 Professional software, you could 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 compressed with the high-quality VP6 codec introduced in Macromedia Flash Player 8. Reach the largest Internet audience with Flash video, viewable in the approximately 98% of Internet-connected computers that already have Flash Player installed.

Bridge Home

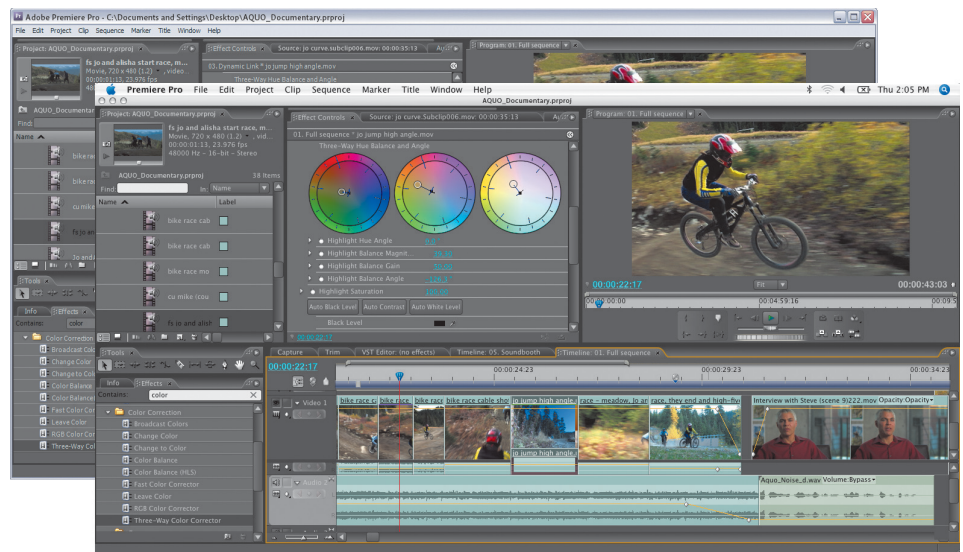
Adobe Bridge CS3 introduces Bridge Home for both Mac and Windows, a destination for up-to-date information about all your Creative Suite 3 software. Visit Bridge Home to watch the latest video tutorials; listen to a podcast with a leading designer; or learn about upcoming training events in your community. Discover the tips and resources that will help you work faster and smarter, making the most of your Adobe products.

Adobe Bridge CS3

Get faster and more efficient access to all your creative assets, including image, video, audio, FLV, and SWF files, by using Adobe Bridge CS3 software. Find, browse, and preview assets quickly in Bridge; a single click in the Filter panel limits display to a specific file type. Search by or edit XMP metadata such as keywords, language, and format. Drag files from Adobe Bridge directly into your Adobe Premiere Pro project window or timeline.

Available for Mac and Windows

Work on your preferred platform. Adobe Premiere Pro CS3 and Adobe Encore CS3 run on the latest versions of Mac, Microsoft® Windows® XP, and Windows Vista™ operating systems with Intel and AMD processors. Adobe OnLocation CS3 requires a Windows-based computer. For Mac users, Adobe OnLocation requires Boot Camp and Windows (purchased separately), or a separate Windows-based computer.



The powerful editing, finishing, and delivery tools in Adobe Premiere Pro are now available on both Mac and Windows operating systems.

What's new for Mac users

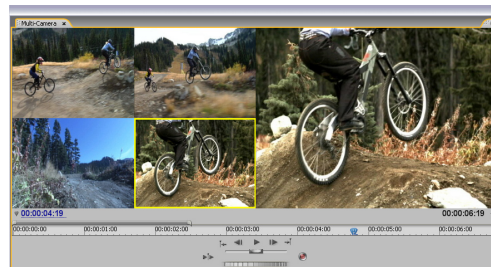
Adobe Premiere Pro CS3 includes a broad range of capabilities that ensure efficient, flexible, and reliable video editing and delivery. Although included in the Windows release of Adobe Premiere Pro 2.0, these features were not available in Adobe Premiere 6.5, the last Mac-compatible version before Adobe Premiere Pro CS3. Adobe Premiere Pro CS3 runs on a completely different code base than 6.5, and includes these features:

Comprehensive video-format compatibility—Edit all major standard and high-definition formats. Adobe Premiere Pro works with DV, Digital Betacam, HDV, DVCPRO HD, HDCAM, 2K and 4K film scans, and more*. You never know what the next project will require, but with Adobe Premiere Pro, you will be ready.

Broad hardware and software support—Choose from a wide range of Mac and Windows workstations, laptops, capture cards, and software packages—including most After Effects plug-ins—that work with Adobe Premiere Pro. Build an editing system that exactly matches your needs and budget.

Superior Photoshop and After Effects integration—Make the leading still and motion graphics tools integral parts of an efficient post-production workflow. Import and animate Photoshop layers. Automatically create Photoshop files that match your video project's frame size and aspect ratio. Drag and drop, or copy and paste, clips and timelines between Adobe Premiere Pro and After Effects.

Multicam editing—Edit video from multiple-camera shoots quickly and efficiently. Display up to four synchronized source tracks on a quad-view monitor and preview the switched output. Drop into Record mode, switch between source tracks in real time, and automatically build a timeline sequence from the switched output. Make adjustments easily: Record the desired changes, and Adobe Premiere Pro automatically updates the edited sequence.



The Multi-Camera window makes editing action recorded with several cameras or in multiple takes as easy as pointing and clicking.

Native HDV editing—Capture and edit HDV content in real time and in its original format with no conversion or image quality loss. Edit, manipulate, and output HDV with the same tools and ease that Adobe Premiere Pro delivers on any other video format. Adobe Premiere Pro supports the various interlaced and progressive HDV cameras, VTRs, resolutions, and frame rates from Sony, JVC, and Canon.

Integrated titling—Create text and graphic titles from scratch, from professionally designed templates, or from your own user-defined styles. Work more efficiently by staying in Adobe Premiere Pro and saving titles directly to your project file. Video and film-specific tools and templates ensure that the resulting titles look good and work well during playback.

Advanced keyframe controls—Make precise adjustments to any Adobe Premiere Pro effect parameter by editing Value and Velocity graphs. Drag edit points and move direction handles with a level of precision usually reserved for compositing applications. Control and fine-tune visual and motion effects without exporting to another application.

Comprehensive audio features—Perform basic and advanced audio editing and processing within Adobe Premiere Pro. Create 5.1 surround-sound audio channels and place them in the surround audio field, make sample-level edits, apply clip and track-based effects, use

* Support for some formats requires third-party capture cards.

System Requirements

Macintosh

- Multi-core Intel processor required
- Mac OS X v. 10.4.9
- 1280x960 monitor resolution with 32-bit color adapter; Adobe recommended graphics card for GPU-accelerated playback*
- Core Audio-compatible sound card
- SuperDrive for DVD burning
- **NOTE:** OnLocation CS3 is a Windows application and can be used with Boot Camp running under Windows—both sold separately.

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)
- Microsoft® Windows XP Home or Professional with Service Pack 2; Windows Vista™ Home Premium, Business, Enterprise, Ultimate (certified support for 32-bit editions only)
- 1280x1024 monitor resolution with 32 bit color adapter; Adobe recommended graphics card for GPU-accelerated playback*
- For SD/HD workflows, an Adobe-certified card for capture and export to tape*
- OHCI-compatible IEEE 1394 port for DV and HDV capture, export to tape, transmit to DV device
- Microsoft DirectX or ASIO-compatible sound card
DVD+-R burner required for DVD creation
- 1 GB of RAM or more recommended for DV; 2 GB of RAM or more recommended for HDV and HD
- 10 GB of 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
- Blu-ray burner required for Blu-ray Disc creation
- QuickTime 7.0 required to use QuickTime features
- Internet or phone connection required for product activation

*For Adobe recommendations, a list of Adobe certified capture cards, compatibility lists, and updates to system requirements, visit www.adobe.com.

Expected Ship Date

Third Quarter 2007

For more information

For details about Adobe Premiere Pro CS3, visit www.adobe.com/premierepro.

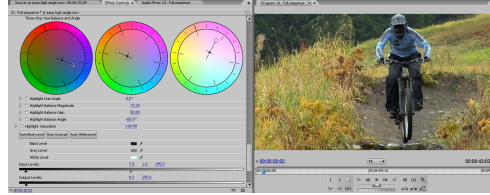


Adobe

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

the advanced dynamics and effects plug-ins included with Adobe Premiere Pro, and use other VST-format plug-ins. Record and play back multichannel audio through any card or hardware that supports the industry-standard ASIO protocol. Perform your day-to-day audio editing and finishing work without leaving Adobe Premiere Pro.

Professional color correction—Control, correct, and maintain image quality with the precision image-processing features in Adobe Premiere Pro. Use primary and secondary color-correction tools to match shots; change colors; correct exposure errors; and modify highlights, midtones, and shadows across clips, sequences, or entire projects.



Improve the look of your video with the Three-Way color corrector and the other precision color-correction tools in Adobe Premiere Pro.

The Fast Color Corrector provides quick and easy image adjustments with real-time previews. Secondary color-correction tools allow more selective modifications for effects and finishing. With support for 10-bit and 16-bit color spaces, image processing in Adobe Premiere Pro ensures that both subtle and dramatic changes are precise and smooth, without the banding or histogram spikes sometimes caused by lower bit-depth processing.

Simplified review and approval—Expedite client review cycles with Adobe Clip Notes. Export a video sequence as a PDF file with embedded or streamed video, and then e-mail the file to your reviewer. The reviewer plays the video with Adobe Reader software and enters timecode-specific remarks into the comment box. After the reviewer e-mails back the comments and you open the file in Adobe Premiere Pro, the comments appear as clip markers at the appropriate timecode locations in the timeline. Adobe Clip Notes facilitates collaboration, simplifies the review and approval process, and reduces the pain of keeping everyone in the loop.

Availability and pricing

In the United States and Canada, Adobe Premiere Pro CS3 for Mac OS X version 10.x on Intel-based systems and for Windows XP and Windows Vista is expected to ship in the third quarter of 2007. Adobe Premiere Pro CS3 will be available in North America for an estimated street price of US\$799, directly from Adobe or through Adobe Authorized Resellers. To order directly from Adobe, visit the Adobe Store at www.adobe.com, or call 1-800-833-6687.

Licensed owners of Adobe Premiere Pro 2.x, Adobe Premiere Pro 1.x, or Adobe Premiere 6.x can upgrade to Adobe Premiere Pro CS3 for US\$299. Licensed owners of Adobe Premiere Pro 2.x, Adobe Premiere Pro 1.x, or Adobe Premiere 6.x are also eligible for special upgrade pricing to Adobe Creative Suite 3 Production Premium. A complete description of upgrade eligibility and pricing is available in the Pricing Overview document.

Estimated street prices do not include taxes, shipping, handling, or other related expenses. 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.

Adobe, the Adobe logo, Adobe Premiere, After Effects, Creative Suite, Encore, Flash, OnLocation, Photoshop, and Soundbooth are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Mac, Mac OS, Macintosh, and are trademarks of Apple, Inc., registered in the United States and other countries. QuickTime is a trademark used under license. Intel and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. 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. 2/09/07