



Adobe

edit1media Event videography

Adobe® Creative Suite® 5 Production Premium



Digital redefined with DSLR

EventDV Magazine named them one of the world's "Top 25 Hottest and Most Influential Companies in the Industry." They have garnered Telly Awards and been highlighted in many articles. They are top wedding and corporate videographers Laura and Chris Randall of edit1media, and their choice for creating award-winning event videography is Adobe Creative Suite 5 Production Premium software.

"We love what we do, and we think it shows in our work," says Laura, president and creative director. "We are thrilled with Adobe CS5 Production Premium software. With features such as the highly anticipated NVIDIA® GPU-accelerated Adobe Mercury Playback Engine, 64-bit performance, and native support for DSLR formats, we can go almost 100% digital, work faster, and deliver higher quality productions."

edit1media





"If someone asked me a year ago if I'd be editing native DSLR files in real time, I would say 'no way.' But today, with Adobe Premiere Pro CS5 and NVIDIA technologies, I am."

**Laura Randall, President and Creative Director,
edit1media**

For weddings, the edit1media team specializes in same-day, on-site editing so the video can be shown at the reception. On the corporate side, the Randalls work with clients on testimonial, training, sales, and other videos. For both types of work, edit1media has adopted Canon 5D Mark II DSLR cameras and a tapeless workflow supported by Adobe Premiere® Pro CS5 software.

"With Adobe Premiere Pro CS5 and the Adobe Mercury Playback Engine based on NVIDIA's parallel process architecture, I can now play back and edit raw Canon 5D files in real time with no transcoding—it is completely mind-blowing!" Laura says. "I honestly didn't expect Adobe to deliver native DSLR support so quickly, but I'm absolutely elated they did." According to Laura, the footage from the DSLR cameras is stunning. "Our clients notice the difference and are willing to pay more for it, so it's a big differentiator," she adds.

The DSLR tapeless workflow not only boosts quality, but also increases productivity, an important factor in same-day editing. Laura does not have to spend hours capturing footage, and she doesn't have to convert the files to another format for output to DVD or Blu-ray Disc. "When I'm ready to make a DVD or Blu-ray Disc, I use Dynamic Link and Adobe Encore® CS5. Instead of taking hours, it takes about ten minutes to down-convert the file and burn a disk," says Laura. "As a result of using CS5 Production Premium, I am much less stressed in an already stressful environment."

For edit1media, Creative Suite 5 Production Premium is nothing short of a major breakthrough. "The responsiveness and stability of CS5 is phenomenal," says Laura. "If someone asked me a year ago if I'd be editing native DSLR files in real time, I would say 'no way.' But today, with Adobe Premiere Pro CS5 and NVIDIA technologies, I am."



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