



## Jarle Leirpoll Independent filmmaker and videographer

## Adobe® Creative Suite® 5 Production Premium



### Small by choice

From the historic city of Elverum, Norway, Jarle Leirpoll has amassed an impressive client list. The Norwegian Army, Bravida, Elverum Energy, The Norwegian Public Roads Administration, The Directorate for Cultural Heritage in Norway, and others come to him for everything from informational films to documentaries. He's done it on his own—by choice—with help from Adobe Creative Suite Production Premium software. Leirpoll has used Adobe tools and taught editing in Adobe Premiere® Pro for years, but is an even more ardent fan since trying Adobe Creative Suite 5 Production Premium.

"CS5 Production Premium is a fantastic release," says Leirpoll. "The Adobe Mercury Playback Engine combined with an accelerated NVIDIA CUDA card is magical! Sequences that took several minutes or even hours to render can now be played back instantly. And, because effects are accelerated on output, I can make the final export in much less time as well."





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Production Premium?  
In a word: 'Wow!'"*

## Producing larger than life work

Leirpoll started his career in The Norwegian Broadcast Corporation (NRK) in 1983, first as a sound engineer and then mixing video for news and sports shows. He also worked as a director of photography and video editor. After 14 years at NRK and extensive training, he started his own company and has never looked back. That was 13 years ago. Today, as a one-man band, Leirpoll handles everything from writing scripts to shooting, editing, visual effects, compositing, and color correction—all the way through to finished Blu-ray Disc, DVD, web, or other media export.

To fuel his independent spirit while producing video work of superb quality, Leirpoll relies heavily on nonlinear editing tools. "I have used everything from Avid and Final Cut Pro to LightWorks and Edit and Fast—and my tool of

choice by far is Adobe Creative Suite Production Premium including Adobe Premiere Pro," says Leirpoll. "The integration among Adobe Premiere Pro, After Effects®, Photoshop®, and Encore® is a huge time saver—and Adobe solutions are a joy to work with."

Integration among the applications isn't the only draw in using Adobe tools. Speed is another advantage, because Leirpoll can realize ideas quickly and spend less time waiting for sequences to render.

Leirpoll says there are many additional enhancements in Creative Suite 5 Production Premium that add up to major workflow improvements, from native 64-bit support to easier encoding for a variety of delivery formats. "I would have saved days on my last production if I'd had CS5," says Leirpoll. "My reaction to CS5 Production Premium? In a word: 'Wow!'"



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