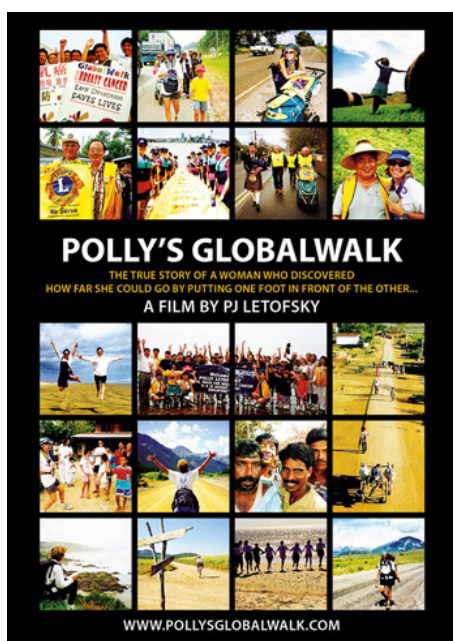




Little steps, big feat

Independent filmmaker taps Adobe® Creative Suite® Production Premium software to chronicle first woman to walk around the world



Imagine walking an average of 15 miles per day for 1,825 consecutive days over the course of five years, for a total of 14,124 miles across 22 countries, and you have some idea of Polly Letofsky's journey around the world on foot—the first, and only ever completed by a woman. She raised more than \$250,000 for breast cancer organizations and burned through 29 pairs of shoes. Her brother, filmmaker PJ Letofsky, chronicled her courageous journey in a full-length independent HD documentary film, *Polly's GlobalWalk*, created using Adobe Creative Suite Production Premium software.



Independent filmmaker PJ Letofsky used Adobe Creative Suite Production Premium software to document his sister Polly's walk around the world to raise funds for breast cancer organizations. Polly Letofsky's global walk was the first and only such walk ever completed by a woman.

"The integration among components of Adobe Creative Suite Production Premium helped all of the elements of the film come together smoothly."

**PJ Letofsky, producer, director, and editor,
Newcastle Productions**

"While it pales in comparison to Polly's feat, the film itself was a major undertaking," says PJ Letofsky, director, producer, and editor for Newcastle Productions. "We shot dozens of interviews, had access to 15,000 photos and other archival footage, and all of this material had to be sorted, structured, and integrated to do justice to Polly's inspirational story. The integration among components of Adobe Creative Suite Production Premium helped all of the film's elements come together smoothly."

A personal journey, one step at a time

Polly was 12 years old when she read a story of fellow Minnesotan Dave Kunst, the first man to walk around the world. She was taken by what could be accomplished by putting one foot in front of the other. Twenty-five years later, when close friends and relatives were diagnosed with breast cancer, she decided she would walk around the world for the breast cancer cause.

On August 1, 1999, Polly left her home in Vail, Colorado and headed west on foot—that is where the story begins. From there, the storyline parallels Polly's personal journey and two women's individual battles with breast cancer. Breast cancer survivors around the world came out to walk with Polly. Every day, strangers welcomed her into their homes where they would chat over home-cooked meals about their lives on the rhubarb farm or their hobby collecting antique toasters. Across four continents she had dinner conversations with people such as olive growers, pig farmers, and members of local Lions' Clubs.

Storytelling at its best

PJ shot the interviews for the film using a Panasonic HVX200 HD camera with the Panasonic P2 format. As a one man crew for 80% of the production, he completed interviews with 24 people in 25 different cities in six countries, resulting in 80 hours of footage. Prior to shooting the interviews, he captured 30 hours of archival footage in everything from Digital 8, VHS, and PAL VHS, to DVCAM formats, organizing and cutting the footage down in Adobe Premiere® Pro software. "With Adobe Premiere Pro, I can place any format on the timeline for fast, efficient editing—without a lot of workarounds or file conforms," he says.



Polly Letofsky covered 22 countries on foot during her walk for breast cancer, meeting countless people along the way and taking thousands of photos. Automation capabilities in Adobe Photoshop Extended and Adobe Premiere Pro software enabled filmmaker PJ Letofsky to quickly organize images and video content from Polly's journey and trim the film to reach the 100-minute running time goal.

Additionally, Polly provided her top 2,000 photos from the more than 15,000 photos taken during her walk that also needed to be incorporated. Digital Pickle in San Francisco donated its services, scanning the negatives at 4K resolution for incorporation into the project. After bringing the still images alone into Adobe Premiere Pro with five seconds of play per photo, PJ realized he already had more than three hours of content.

“With any feature-length documentary, one of the toughest tasks is project management, organization, and cutting the raw content so you can focus on the story,” says Letofsky. “Using Adobe software, I cut the video and still images down in smaller projects to reach the 100-minute running time goal. The seamless integration and operation among Adobe applications—especially the fact that the applications have the same keyboard shortcuts—saved time and allowed me to focus on shaping the story without worrying about the tools needed to get the job done.”

Using Actions in Adobe Photoshop® Extended, PJ batch-downsized the 2,000 photos from 4K resolution to 100KB files. He then used the Automate to Timeline feature in Adobe Premiere Pro to create sequences of photos related to each of 22 countries. “The automation capabilities in Adobe Premiere Pro and Photoshop really helped me save time and quickly see the assets I had to work with,” says Letofsky. “I was able to stack the best country images over the video interviews and easily fill in the storyline with photos.”

A full Adobe workflow, from film to web

After eight months of editing, PJ brought the trimmed assets into Adobe After Effects® for mastering. He replaced lower-resolution images in Adobe Premiere Pro with the original 4K scans with a folder renaming trick that instantly replaced assets, saving hours in production. He also used After Effects to up-res the lower-resolution footage to HD, converting the Digital 8, VHS, and DVCAM footage to the highest possible quality. He created film credits in Adobe Illustrator® software, and lower thirds and subtitles using After Effects. He then output an HD master QuickTime file for delivery on HDCAM SR tape.

PJ designed marketing materials for the film using Illustrator and Photoshop. He is now tapping into Adobe Dreamweaver® CS4 and Adobe Flash® CS4 Professional to fine-tune the film's website and Internet marketing campaign. He also used Adobe Encore® CS4 to create DVD screeners to send to collaborators and sponsors.

“I did a ton of experimenting with encoding film clips in the HD format for the best Internet delivery in terms of format, quality, and download time,” says Letofsky. “I chose Adobe Flash technology; it provides excellent quality and lets virtually anyone around the world enjoy the video clips with an instant-on, seamless experience.”

Newcastle Productions

Los Angeles, California
www.pollysglobalwalk.com
www.newcastleproductions.com

Challenge

- Create a first-class distributable HD feature documentary film
- Focus on storytelling versus technology
- Combine multiple media formats (with lots of photos) into a documentary film
- Choose professional toolset that plays well with others and has 24-hour online support forums

Solution

- Take advantage of integration among components of Adobe Creative Suite Production Premium software
 - Leverage Adobe video and web tools to bring Polly's story to the Internet and potential sponsors
- #### **Benefits**
- Moved seamlessly among applications to weave Polly's story
 - Combined multiple formats and assets on the Adobe Premiere Pro timeline
 - Successfully marketed the film internationally through various channels
 - Maximized efficiency and quality by using Dynamic Link integration
 - Leveraged assets for promotion and marketing (print and Internet)

Toolkit

Adobe Creative Suite 4 Production Premium. Components used include:

- Adobe After Effects CS4
- Adobe Encore CS4
- Adobe Flash Professional CS4
- Adobe Photoshop CS4 Extended
- Adobe Premiere Pro CS4
- Adobe Illustrator CS4
- Adobe Acrobat Professional
- Adobe Dreamweaver CS4
- Adobe InDesign



PJ Letofsky's documentary, *Polly's GlobalWalk*, debuted to rave reviews in Minneapolis at a fundraiser benefiting the Mayo Clinic and Susan G. Koman for the Cure Minnesota. Adobe Creative Suite 4 Production Premium software is PJ's toolset of choice and he credits it with offering filmmakers the best professional, one-stop production solution that is cost-effective, saves time, and is easy to use.

"With a tapeless workflow in Adobe Premiere Pro, I can jump in and start trimming out unusable footage right away, because there is no tape to log and capture."

**PJ Letofsky, producer, director, and editor,
Newcastle Productions**

Looking to the future

PJ has since embraced the tapeless workflow, taking advantage of native support in Adobe Premiere Pro for the Panasonic P2 format. By bringing footage directly into Adobe Premiere Pro, without transcoding or rewrapping, PJ has been able to accelerate the process of making rough cuts. "With a tapeless workflow in Adobe Premiere Pro, I can jump in and start trimming footage right away. Because there is no tape to log and capture, it frees a substantial amount of time for creative, storytelling work," he says.

The documentary debuted in October 2008 in Minneapolis as a fundraiser benefiting the Mayo Clinic and Susan G. Koman for the Cure Minnesota. The film has received rave reviews and reminded people that big things can be accomplished, one step at a time. The film is

currently available through the website, and a variety of distributors and retail stores including Amazon.com, Blockbuster, Barnes and Noble, Netflix, and soon to come on iTunes.

As for Polly, her mission continues. Her book, *Polly's GlobalWalk-The story of one woman's walk around the world*, is finished and she may self-publish it using Adobe InDesign® software. Polly's career as a keynote speaker is also beginning to take off.

PJ is on to new and interesting film projects, including a documentary on renowned Russian film director Andrei Tarkovsky, and a fun, quirky project on famous redheads. Regardless of the project, Adobe Creative Suite 4 Production Premium is his constant workmate and companion.

"For creating a documentary or any film, there really is no better professional, beginning-to-end, one-stop solution than Adobe's full suite of tools. From concept to production, through post production and then Internet marketing and selling DVDs, Adobe offers a superior cost-effective solution for independent filmmakers," says Letofsky. "The Adobe solution saves time, makes sense, and is easy and rewarding."

Visit www.pollysglobalwalk.com for more information and to view clips.



Adobe

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

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