



Adobe

Bandito Brothers Film, TV, entertainment, and new media production

Adobe® Creative Suite® 5 Production Premium



Courtesy of IATM, LLC 2010

Stealing the show

Formed in 2007, Bandito Brothers is a creative collective of technologists, filmmakers, and former athletes whose action-adventure-themed work has been stealing the show across TV, the big screen, and Internet video outlets. The multitasking Brothers have recently created TV campaigns for Ford, Mountain Dew, Kellogg's, NASCAR, and the U.S. Marine Corps. They are producing an upcoming fictional film about Navy SEALs, *Act of Valor*, starring actual SEALs in action and written by 300 scribe Kurt Johnstad. A documentary on famed skateboarder Danny Way is also in production.

As with everything Bandito, projects are almost inevitably linked to fearless athletes and exceptional human stories—and infused with a heavy dose of creativity and advanced technology. Partner Jacob Rosenberg recently had the chance to try out Adobe Creative Suite 5 Production Premium software, and came away impressed.





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"With Adobe Creative Suite 5 Production Premium, we can simplify everyday tasks with small changes that make a big difference."

Jacob Rosenberg, CTO/Partner, Bandito Brothers

"With Adobe Creative Suite 5 Production Premium, we can simplify everyday tasks with small changes that make a big difference," says Rosenberg. "From the ability to work tapelessly with DSLR formats to DPX output straight from Adobe Premiere® Pro CS5 through the Adobe Media Encoder, Adobe has made every step from ingest to output more streamlined. We have also been totally impressed with the ability to edit native Canon DSLR files in real time using the Adobe Mercury Playback Engine. It wasn't realistic in the past to cut most projects natively, but it certainly is now due to the impressive performance of the Adobe Mercury Playback Engine."

The Brothers are understandably excited about their new movie *Act of Valor*, shot using Canon EOS 5D Mark II DSLR cameras. Rosenberg notes that it was the perfect camera for shooting the Navy SEALs in action due to its small,

unintimidating footprint and excellent photography in low light. Says Rosenberg, "Now, with native support for DSLR formats in Adobe Premiere Pro CS5, we can take MOV files directly to the timeline for a WYSIWYG process that really saves time and allows us to preserve the exceptional quality the Canon DSLR cameras deliver."

The film is being edited using a combination of Avid Media Composer and Adobe Creative Suite Production Premium. "Our main editor on the film is a long-time Avid user, so the ability to bring Avid projects directly into Adobe Premiere Pro CS5 for editing and vice versa is huge for us," says Rosenberg. "Round-trip editing with Avid is just one more great example of how Adobe is ahead of the curve in knocking down workflow roadblocks for those of us in post-production."



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