



Adobe

## Digital Kitchen

Digital agency

## Adobe® Creative Suite® 5 Production Premium



### Cooking up something good

For Digital Kitchen (DK), digital isn't a technical term. Instead, digital defines the era of engagement marketing. The artists of DK have learned marketing and communication in the only school that counts: the rapidly shifting world of the last ten years.

Digital Kitchen creates ideas from scratch and charts the shortest distance between concept and consumer—and has the client list to prove it. HBO, TNT, Nike, Discovery Channel, Audi, BMW, Warner Bros., and New Balance have come to Digital Kitchen to sear their brands into the minds of consumers.

For Digital Kitchen, great ideas and Adobe Creative Suite Production Premium software are the agency's main ingredients in a recipe for success.

"Because a good portion of our work is broadcast and video, we spend a huge amount of time using Adobe Creative Suite Production Premium software, with heavy emphasis on Adobe After Effects® and Adobe Photoshop® Extended," says Creative Lead Colin Day.





*"The new Roto Brush tool in Adobe After Effects CS5 is, in a word—amazing... Along with the other enhancements in Creative Suite 5, all we can say is 'Bring it on!'"*

### Bringing brands and consumers together

According to Day, Digital Kitchen is excited about the newest Creative Suite 5 release. One major advantage, according to Day, is speed. "We recently clocked a RAM Preview in After Effects CS5," he says. "Older versions of After Effects took a minute and 52 seconds. In After Effects CS5 with 64-bit support, a RAM Preview took 40 seconds. That's not just 'geekery'—it's a tremendous time savings we can put toward improving productions and implementing new concepts for customers."

Day looks forward to implementing CS5 Production Premium agency-wide as quickly as possible to allow artists to spend less time on routine tasks like rendering, and more time on enacting creative ideas. Additional timesavers

include the Mini Bridge, which saves screen real estate—at a premium at Digital Kitchen—while putting all the essential files artists and producers need available in an at-a-glance palette.

Perhaps the most valuable feature in CS5 Production Premium for Day and the Digital Kitchen team, however, is the new Roto Brush tool in After Effects CS5. "When we heard about automated rotoscoping in After Effects, we were all pretty skeptical, because rotoscoping is always painful, leaves us working late nights, and seems virtually impossible to automate," says Day. "The new Roto Brush tool in Adobe After Effects CS5 is, in a word—amazing. Rotoscoping has always been a nightmare, but the new Roto Brush tool makes it a lot less painful and time-consuming. Along with the other enhancements in Creative Suite 5, all we can say is 'Bring it on!'"



**Adobe Systems Incorporated**  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, After Effects, Creative Suite, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved.  
4/10

