



Adobe

DV3 Productions

Film, TV, entertainment,
and new media production



Adobe® Creative Suite® 5 Production Premium

Original artistic voices, big creative ideas

Keep an eye out for brothers Obin and Amariah Olson, rising stars and founders of DV3 Productions. They grew up in the digital age, and although they are young, they have already won multiple Emmy Awards for their film directing and editing. The Olsons have signed on with United Talent Agency (UTA), a leader among talent agencies in the entertainment industry. Since then, they have branched out into TV commercials and are also creating a futuristic sci-fi film trilogy of their own.

While their lives are changing fast, their technology choices remain constant: Adobe Creative Suite Production Premium software and file-based, tapeless workflows. Director and Editor Obin Olson recently had a chance to try Adobe Creative Suite 5 Production Premium, and he describes his experience as a watershed moment.





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**Obin Olson, Director and Editor,
DV3 Productions**

"With Adobe's newest tools, the barriers to doing whatever you want to creatively have eroded," says Obin Olson. "Get Adobe CS5 software and a mid-level computer and you can create *Clash of the Titans*. I'm serious! The industry has been talking about it for a long time, but now it's a reality. Some will hold onto their old ways and expensive hardware, but the way of the future is a good tapeless camera and a PC or Mac running Adobe software."

Obin is especially excited about Adobe CS5 Production Premium for several reasons. "With native 64-bit support and the GPU-accelerated Mercury Playback Engine in Adobe Premiere® Pro CS5, I can edit 4K files in real time," he says. "We are also using the Canon 5D Digital SLR camera on projects, so the ability to work natively with DSLR formats is crucial."

He adds that the ability to support DPX input and output is a major benefit. "Adding support for DPX in and out straight from Adobe Premiere Pro CS5 through the Adobe Media Encoder is masterful," he says. "It used to take about six hours to do a conform and final color finish and output it to DPX, and now it takes about five minutes in Adobe Premiere Pro CS5—without requiring any esoteric, third-party programs."

Obin is also excited about project interchange with Avid and Apple nonlinear editors. "Adobe looks at the world and asks, 'How can we make our customers' jobs easier?'" he says. "And then Adobe comes up with innovative answers like the ability to exchange projects among Apple, Avid, and Adobe nonlinear editors without a hitch. It's that kind of unselfish thinking and attention to customer needs that puts Adobe far ahead of its competition."



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