



Adobe® Creative Suite® Production Premium & Washington State Department of Transportation

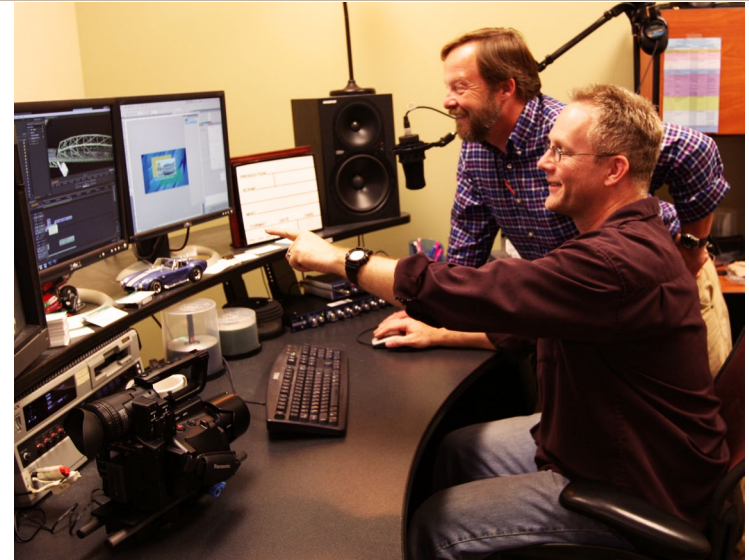
Visual communications pave the way

As the lifelines for communities, transportation systems must not only be constructed and maintained—but also marketed to constituents. The Washington State Department of Transportation (WSDOT) understands that whether a project involves roadways, waterways, airways, or rail systems, it is important to help people visualize what will be altered, whom it will impact, and how it will look as part of the landscape.

From promotional videos shown on TV for Seattle's Convention and Visitors Bureau to a piece promoting the "Adopt a Highway" program in Washington, the WSDOT Visual Engineering Resource Group (VERG) serves the state with award-winning video content that paves the way for better transportation systems—all while making wiser use of government funds.

"We save tens of thousands of dollars per production by creating high-caliber videos in house using Adobe Creative Suite Production Premium software."

Steve Lee
Video Production Supervisor, Visual Engineering Resource Group,
Washington State Department of Transportation



Award-winning work

For VERG, Adobe Creative Suite Production Premium software has become a mainstay tool for communications. Kurt Stiles and his team combine 3D CAD modeling software with Adobe video post production and digital image editing tools. They've won TELLY and National Engineering Awards for their work in visualization, video production, and commercial digital photography.

"We constantly need to communicate goals for massive projects, highlight issues and possible solutions, document potential effects on cultural resources, and conduct training sessions," says Kurt Stiles, manager for WSDOT VERG.

They have used Adobe Photoshop® for many years, but relied on a proprietary video editing system. When Steve Lee, video production supervisor for VERG, came on board in 2006, he found the incumbent software difficult to use and inflexible. He discovered that Adobe Creative Suite Production Premium software

worked seamlessly with tapeless Panasonic video files and provided a higher level of integration for increased efficiency. WSDOT made the switch to an all-Adobe workflow and has never looked back.

"We bring video into Adobe Premiere® Pro for editing, use Adobe After Effects® for stabilization and compositing, Adobe Photoshop for titles, and Adobe Audition® for voiceovers," says Lee. "It's a completely integrated workflow that genuinely enhances our productivity."

Lee also notes that the 64-bit performance of Adobe Premiere Pro and After Effects software is lightning fast, and features like Adobe Dynamic Link eliminate hours previously spent rendering. Says Lee, "We save tens of thousands of dollars per production by creating high-caliber videos in house using Adobe Creative Suite Production Premium software."

For more information

www.adobe.com/products/creativesuite/production



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9/11

