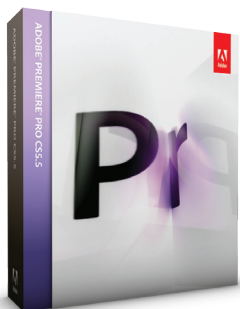


Switching to Adobe® Premiere® Pro CS5.5



Adobe Premiere Pro CS5.5 includes:

- Adobe Premiere Pro CS5.5
- Adobe OnLocation™ CS5
- Adobe Encore CS5
- Adobe Media Encoder CS5.5

Adobe Premiere Pro CS5.5 is also available as a component of Adobe Creative Suite 5.5 Production Premium and Master Collection.

Adobe Creative Suite 5.5 Production Premium combines:

- Adobe Premiere Pro CS5.5
- Adobe After Effects CS5.5
- Adobe Photoshop CS5 Extended
- Adobe Illustrator CS5
- Adobe Flash® Catalyst™ CS5.5
- Adobe Flash Professional CS5.5
- Adobe Audition CS5.5
- Adobe OnLocation CS5
- Adobe Encore CS5

Additional components:

- Adobe Dynamic Link
- Adobe Bridge CS5.5
- Adobe Device Central CS5.5

Integrates with Adobe CS Live online services*

With Adobe Premiere Pro CS5.5 software, you can craft stories more efficiently, save time by integrating with Adobe After Effects®, Adobe Photoshop®, and Adobe Audition® software, edit virtually anything thanks to broad native file-based and DSLR camera support, and enjoy industry-leading 64-bit performance. Stepping up to the enhanced video editing power of Adobe Premiere Pro CS5.5 is now easier than ever.

Top 10 reasons to switch to Adobe Premiere Pro

1. Boost efficiency with unparalleled Adobe integration

Smoother project workflows with After Effects

Easily hop between your edited sequence and After Effects as you design motion graphics and fine-tune visual effects. Import Final Cut Pro or Avid projects into Adobe Premiere Pro, and send elements of your project or the entire sequence to After Effects where you can create opening titles, animated graphics, and world-class special effects. Better yet, when Adobe Premiere Pro and After Effects are used as part of Adobe Creative Suite® 5.5 Production Premium or Master Collection software, use Adobe Dynamic Link to see After Effects compositions directly in the Adobe Premiere Pro timeline—in context with the rest of your edits—without rendering.

Intelligent native support for Photoshop files

Maximize efficiency when incorporating still images into video production. Import and animate Photoshop layers in Adobe Premiere Pro. Instantly edit Adobe Premiere Pro stills in Photoshop, and then automatically match the frame size and aspect ratio of an Adobe Premiere Pro project (even in HD) when creating new files. Get better image fidelity thanks to support for Photoshop blend modes, and take full advantage of support for Photoshop video files. For more information, view the video about [building animated lower thirds in Photoshop](#).

Get fast, flexible roundtrip workflow with Adobe Audition and Adobe Premiere Pro

Sweeten audio for your video productions easily. Pass individual clips and multitrack mixes from Adobe Premiere Pro to Adobe Audition for editing and restoration, or send Adobe Premiere Pro sequences with a reference video to Adobe Audition for a complete roundtrip editing experience. In addition, Adobe Premiere Pro provides tighter integration with Avid Pro Tools, thanks to Open Media Framework (OMF) enhancements.

Continuous rasterization with Adobe Illustrator® graphics

Open native Adobe Illustrator files in Adobe Premiere Pro. When you scale an image in Adobe Premiere Pro, the image is continuously rasterized, maintaining pristine image quality.

Convenient disc and web video creation with Adobe Encore®

Create interactive Blu-ray discs, DVDs, and SWF files from Adobe Encore software from a single project file. Avoid intermediate rendering by dynamically linking sequences to Encore—a process that's three times faster than in previous versions.

Import Adobe Story scripts directly into Adobe Premiere Pro

Streamline your editing workflow in Adobe Premiere Pro by integrating script metadata from Adobe Story. Speech Analysis aligns your written script and spoken dialogue, allowing you to locate elements in your footage such as dialogue, characters, or scene elements with ease.

* See the last page for the disclaimer for all Adobe online services.

Unmatched workflow and performance with Dynamic Link

Get tighter integration when moving assets among After Effects, Adobe Premiere Pro, and Encore, saving valuable time that would otherwise be spent intermediate rendering between applications. For more information, view the demo of [Adobe Dynamic Link](#).

2. Work more efficiently with file-based and DSLR footage

Skip time-consuming transcoding and rewrapping processes when working with tapeless and DSLR footage. Adobe Premiere Pro leads the industry with native support for virtually any video, image, or audio format, including DV, HDV, RED, DPX, P2, DVCPRO HD, JVC ProHD, Canon XF, AVCHD, AVC-Intra, and XDCAM. Edit native DSLR footage from Canon 5D Mark II, 1D, 7D, and Rebel T3i cameras; Nikon D90, D300s, and D3000 cameras; and more.

When you work with tapeless media in Adobe Premiere Pro, you gain three key advantages. First, you save time because you're able to start working with footage immediately—sometimes directly from the camera—thus eliminating the time-consuming transcoding and rewrapping process. Second, you maintain the pristine image quality of your source footage throughout the production process. Finally, because Adobe Premiere Pro does not convert the file to a proprietary format, metadata acquired from the camera is retained throughout the production process.

Mixed formats and frame rates on the timeline

Mix and match media in a sequence, whatever the format, frame rate, aspect ratio, or resolution.

Uncompressed SD and HD acquisition

Add hardware cards from third-party vendors such as AJA Video, Blackmagic Design, and Matrox, for uncompressed SD and HD acquisition and professional-quality output for broadcast monitoring or tape laybacks.

Native QuickTime editing

Import and edit all popular QuickTime formats natively (including Apple ProRes and MOV files captured by DSLR cameras), with full access to clip metadata. No transcoding, rewrapping, or logging and transferring are required. Final Cut Pro 7 requires a plug-in to edit DSLR footage with metadata from Canon cameras.

Media Browser panel for efficient tapeless workflows

See the contents of all mounted volumes on your system. Easily find content on tapeless cameras by using the Media Browser, which shows you the clips (with no extraneous files) along with a customizable view of all the metadata associated with the content. (Final Cut Pro 7 discards metadata acquired from the camera, eliminating useful information and making it harder to locate and manage your assets.) You can open clips and image files in the Source Monitor directly from the Media Browser panel.

On-set logging with tapeless cameras in Adobe OnLocation

Get all the benefits of real-time, on-set logging—even when working with tapeless cameras. Adobe OnLocation lets you add comments and metadata to placeholder clips while they are being recorded on a tapeless camera. Then, using a unique system that tracks which clips were recorded while log notes were entered, Adobe OnLocation merges the logging information with video and audio at import time to create a tapelessly recorded, fully logged piece of media. For more information, view these videos: [On-set logging with tapeless cameras with OnLocation](#), [Working with HD digital SLR footage in Adobe Premiere Pro CS5](#), and [Expanded native tapeless workflows in Adobe Premiere Pro CS5](#).

3. Get industry-leading performance and stability from Adobe Mercury Playback Engine

Designed for blazingly fast performance, the Mercury Playback Engine in Adobe Premiere Pro is native 64-bit, optimized for modern multicore CPUs and GPU accelerated to provide an amazingly fluid, real-time editing experience whether you're working on a desktop or laptop. Be creative without worrying about the ramifications of additional effects and high-resolution content. For more information, view the video [Breakthrough performance with Mercury Playback Engine](#).

"Adobe, with its CS5.5 improvements in speed, post-production fixes, and real-time creative effects, has done its part to free video editors worldwide from countless hours of isolation from the edit suite."

Shawn Lam
EventDV

Multilayer performance

Combine multiple video formats and frame rates and other footage on the timeline; play with the look and flow at full-frame rate; and view in real time on an external HD monitor. With configurations capable of supporting more than nine simultaneous layers and dozens of effects, the Adobe Mercury Playback Engine makes every production more creative and efficient.

Real-time effects

Enjoy unprecedented performance as you try various effects in your project. Adobe Premiere Pro CS5.5 requires a [64-bit operating system](#) and works hand in hand with NVIDIA CUDA technology. The Adobe Mercury Playback Engine offers phenomenal performance in software-only mode but can also use [NVIDIA GPU cards](#) for a GPU-accelerated, 32-bit color pipeline. Even more popular effects have been optimized to run on this accelerated pipeline—for example, effects like color correction, the Adobe Ultra[®] keyer, motion control, and the new Film Dissolve transition all run in real time. For more information, view the video [GPU acceleration and NVIDIA](#).

Real-time color correction and color grading

Experiment with multiple color corrections and effects, and see results in real time—even on complex timelines.

Accelerated rendering

The Adobe Mercury Playback Engine doesn't just deliver blazing performance and a fluid editing experience. By more optimally using your entire system, it also accelerates rendering and encoding, reducing the time required to deliver content to your clients.

4. Create Blu-ray discs with motion and multipage menus

Deliver DVDs, high-definition Blu-ray discs, and interactive web DVDs with Encore, included with Adobe Premiere Pro.

5. Collaborate more easily thanks to cross-platform, open workflows

With an open approach and broad file format support in Adobe Premiere Pro, you can collaborate more efficiently with colleagues by easily importing and exporting projects regardless of format. Perform roundtrip editing with content from Avid Media Composer, Apple Final Cut Pro, or Digidesign Pro Tools software. Take advantage of edit decision list (EDL) support for applications like Scratch and integration with Discrete Smoke.

6. Streamline encoding with the revamped Adobe Media Encoder

Reach audiences wherever they are on, virtually any device they are using. Batch encode in the background to a broad selection of formats, including web and video standards, using streamlined Adobe Media Encoder. You'll get faster encoding, thanks to 64-bit performance; discover more presets for outputting video to social media sites; and benefit from new export formats, including P2 and DPX. Adobe Media Encoder also gives you the flexibility of adding a variety of camera formats to your P2 workflow by letting users save other camera formats such as DVCPRO, AVC-Intra, and RED to P2 card media, also known as P2 CONTENTS folders.

7. Achieve superior color fidelity

With higher color bit depth, you'll get more color precision, variety, and control regarding how much color can be used for each pixel. Adobe Premiere Pro processes color images using color precision of 8 bits, 16 bits, and a special color bit depth called 32-bit floating point. Adobe Premiere Pro has higher color fidelity in program and source monitors than Final Cut Pro 7, which is suitable for rough color grading only. YUV-to-RGB conversion is also better in Adobe Premiere Pro. For more information, view the video about [color processing in Adobe Premiere Pro](#).

8. Gain editing and production efficiencies from powerful new metadata features

New metadata features and direct Adobe Story script integration in Adobe Premiere Pro offer faster ways to find footage as you edit. Use Speech Search to turn spoken dialogue into a timecode-accurate metadata transcript that lets you quickly jump to or edit a specific segment of footage based on dialogue keywords. Use the Face Detection technology in Adobe Premiere Pro to quickly locate clips containing human faces, giving you another way to find areas where dialogue is typically spoken. Finally, export this rich metadata with your footage to help unlock new revenue opportunities by making your content more discoverable online.

9. Perform 3D editing in real time

Thanks to 64-bit performance and world-class integration with CineForm in Adobe Premiere Pro, you can edit and play back 3D content in real time. View 3D directly from the program monitor in Adobe Premiere Pro, or in a full-screen, edge-to-edge second display using a standard 3D TV or NVIDIA 3D Vision technology. You can also add 3D effects and 3D titles.

10. Improve your production workflow with direct-to-disk recording and on-set monitoring

Adobe Premiere Pro is the only NLE that helps you manage your shoot more efficiently. With Adobe OnLocation, included with Adobe Premiere Pro, you can record directly to disc from FireWire based cameras and maximize camera image quality by using software-based waveform and vectorscope tools to calibrate your camera, check levels, and monitor your video signal. As you record, Adobe OnLocation automatically flags potential problems to help you avoid reshoots. Organize shots using metadata logged during the shoot. Save time by sending entire shot lists directly to Adobe Premiere Pro, complete with all metadata logged during the shoot. For more information, view the video [Creating a rough cut with OnLocation](#).

Benefits of switching to Adobe Premiere Pro

For more information about the benefits of switching to Adobe Premiere Pro, see the following documents.

Final Cut Pro users:

- [Find out why Final Cut Pro editors should use Adobe Premiere Pro \(PDF, 494KB\)](#)
- [How to use Adobe Premiere Pro if you're a Final Cut Pro user \(PDF, 4.5MB\)](#)

Avid users:

- [Find out why Avid editors should use Adobe Premiere Pro \(PDF, 539KB\)](#)
- [How to use Adobe Premiere Pro if you're an Avid Media Composer user \(PDF, 4.5MB\)](#)

For more information
[www.adobe.com/products/
premiere/switch](http://www.adobe.com/products/premiere/switch)



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* This product may allow you to extend its functionality by accessing certain features that are hosted online, including CS Live online services ("Online Services"), provided you have a high-speed Internet connection. The Online Services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the Online Services is governed by separate terms of use and by the Online Privacy Policy, and access to some services may require user registration. Some Online Services, including services that are initially offered at no charge, may be subject to additional fees and require a separate subscription. For more details and to review the applicable terms of use and Online Privacy Policy, visit www.adobe.com. For more information about CS Live online services, visit www.adobe.com/go/cslive.

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