October 2013 Releases
Adobe® Creative Cloud™
pro video tools

Brilliant visuals | Fluid workflows

Adobe Creative Cloud

With Adobe® Creative Cloud™, a simple monthly membership gives you access to the complete collection of Adobe creative desktop applications – plus new features and upgrades as soon as they are available. Cloud storage and file syncing capabilities allow you to access your files from virtually anywhere, while Internet-based services let you build and publish websites, portfolios, mobile apps, iPad publications, and content for any medium or device. Your entire creative world gets its own central dashboard to keep your ideas, files, fonts, settings, notifications, desktop applications, and team members in sync.
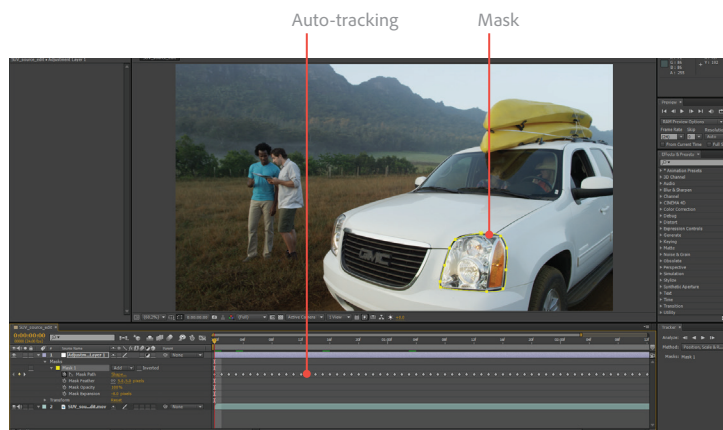*www.creativecloud.com*

Adobe at IBC 2013

See the new features in action at IBC, or online at *www.adobe.com/go/ibc2013*

Continuous innovation is at the heart of Adobe Creative Cloud—a dedicated platform for delivering new features, products and services more frequently to help keep you ahead of the curve. Just four months after the CC releases shipped, Creative Cloud will be adding over 150 new features that greatly improve video workflows, with significant updates to Adobe Premiere® Pro CC, After Effects® CC, SpeedGrade® CC, Prelude™ CC, Adobe Media Encoder CC, and Adobe Story CC Plus. At IBC we will also preview Prelude Live Logger, a brand-new iPad app currently in development. Top new features include:

Direct Link integrated color pipeline—Take your creative vision to the next level with the new color pipeline between Adobe Premiere Pro CC and SpeedGrade CC. Open Adobe Premiere Pro projects inside SpeedGrade CC for color grading, and send them back to Adobe Premiere Pro CC where you can continue editing with color corrections and looks applied. Use the new SpeedLooks in SpeedGrade CC to add instant cinematic vibrance to your productions. Move easily back and forth between the applications as you fine tune your edits and grades in one integrated workflow.

Brilliant visuals at 4K and beyond—Work fluidly and efficiently with 4K and higher resolution, UltraHD, and RAW footage, including the latest digital file- and camera formats, such as CinemaDNG , RED Dragon, Sony F65, AVC Long GOP/XAVC Long GOP, AVC Ultra, and others. Stop wasting time transcoding and rewrapping footage—get right to work with Adobe Premiere Pro CC.
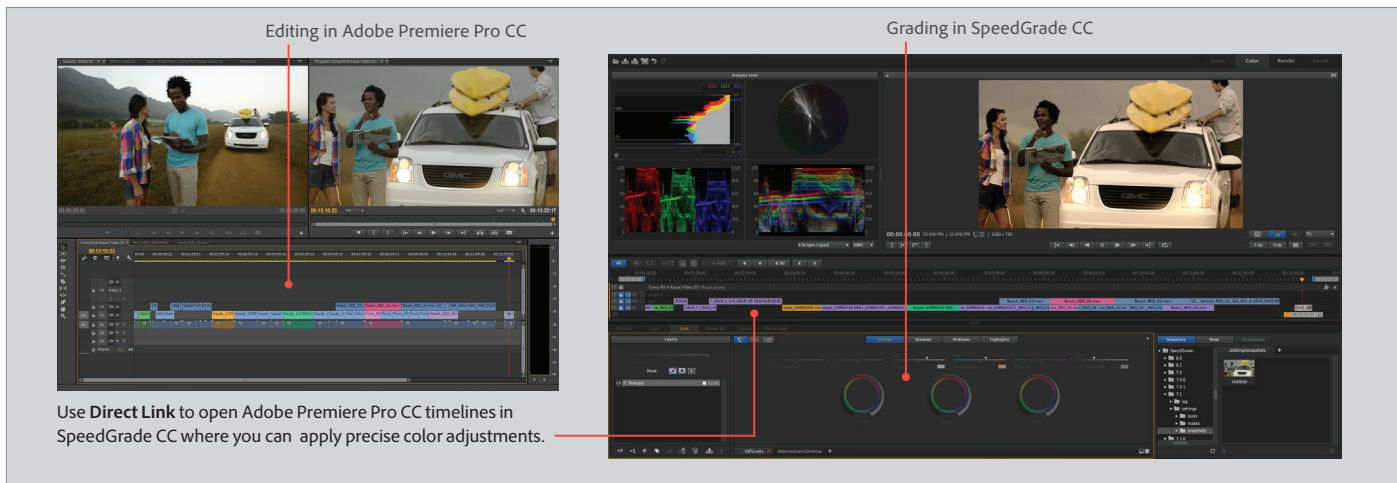
New mask tools for faster workflows—Quickly create masks and apply effects that automatically travel frame by frame throughout your compositions. Mask Tracker in After Effects CC eliminates the need for repeated manual adjustments to your masks and saves your from repetitive rotoscoping. SpeedGrade CC now offers support for multiple grading masks: add masks to individual layers within a grade, so you can save and copy all of them in a single action—and move through your projects more efficiently.

The new Mask Tracker in After Effect CC provides an easy and reliable way to create "fast and loose" mattes, so users can selectively apply effects on moving elements in their footage.

A more streamlined editing environment—Stay in the creative flow: the mechanics of your tools shouldn't interfere with the artistic process of crafting your stories. Adobe Premiere Pro CC offers a new monitor overlay showing key data, such as time codes and camera angles, during playback. Enhanced multicam support makes it easy to turn individual camera angles on or off or rearrange angles as you edit. Adobe Premiere Pro CC also adds support for captions in MXF media and encoding to CEA-708 standards, as well as audio monitoring to automatically mix down multi-channel audio for stereo playback.

Editing in Adobe Premiere Pro CC

Grading in SpeedGrade CC

Use **Direct Link** to open Adobe Premiere Pro CC timelines in SpeedGrade CC where you can apply precise color adjustments.

Greater efficiency on set—Prelude CC adds new features, such as support for GoPro footage and metadata, and the ability to export clips and subclips, as well as rough cuts from the Project panel. Print out your marker list so you can easily review your content on set with your production team. Prelude Live Logger is a new iPad app in final development. With Live Logger, you can begin recording notes on your iPad while your crew shoots. After ingesting your footage, combine your Live Logger notes and tags with the rest of your metadata in Prelude CC so that all your information is available for editing and postproduction.

Powerful image upscaling—Preserve detail and sharpness in After Effects CC as you upscale footage for new higher resolution delivery formats. Transform SD material to HD or 2K to 4K—the new up-scaling effect retains edge detail and reduces noise and artifacts.

Smoother production planning—Efficient scheduling and smart use of resources, crew, and talent is the key to controlling production costs. Adobe Story CC delivers with new import and export support including set lists, character lists, and tag lists, along with other refinements.

Performance optimizations—Analyze your footage dramatically faster with new multithreaded parallel processing for the Warp Stabilizer VFX and the 3D Camera Tracker in After Effects CC, as well as improved Warp Stabilizer performance in Adobe Premiere Pro CC. GPU optimizations in After Effects CC, including enhancements to the ray-traced 3D renderer, provide improved performance with extruded text and shapes. Also, all current Intel HD Graphics GPUs can now be used for OpenGL acceleration. Adobe Media Encoder CC now offers GPU rendering for faster performance.

Better media management—Find and load video assets with the new Media Browser in After Effects CC. Link and Locate has been improved in Adobe Premiere Pro CC, for example with proxy file workflows when linking back to source content. Adobe Media Encoder CC now provides automated image processing for customized media output, including watermarks, time codes, and image processing, such as "baking in" Look Up Tables (LUTs).

Move smoothly from script to screen using the industry-leading tools and timesaving integration in Creative Cloud to achieve stunning results more efficiently than ever. Access the latest pro video features as soon as they are ready, connect your workflow with Sync Settings, now included with Adobe Media Encoder, or with new tools, such as Prelude Live Logger. Share your work on Behance, and put your best foot forward promoting your business with Creative Cloud tools, such as InDesign, Adobe Illustrator, Muse, and more.