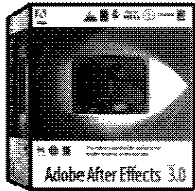


Adobe After Effects



The industry standard for professional motion graphics on the desktop

Take the next step in graphic design and turn your Macintosh into a motion-graphics studio. Adobe After Effects software gives you the power you need to produce professional-quality composites, smooth animations, and elaborate special effects. You can seamlessly import your Adobe Illustrator® and Adobe Photoshop® files to create movies, animations, and special effects that meet all professional standards.

About Adobe Systems...

Founded in 1982, Adobe Systems develops, markets, and supports computer software products and technologies that enable users to create, display, print, and communicate all kinds of information.

Create Professional-Quality Animations on Your Macintosh

Whether the medium is film, broadcast video, or multimedia presentations, Adobe After Effects is the only desktop tool that delivers the professional results once possible only with expensive dedicated-hardware systems.

Add a New Design Element: Motion

With After Effects, motion becomes a new element in your design, creating exciting possibilities without compromising the power and fine control you expect from Adobe software.

Like Adobe Photoshop, Adobe After Effects lets you work with tools such as layers and filters. But now you have a new powerful and versatile tool at your disposal—motion. Now you can enliven layers with the energy of animation.

Discover That It's Easier Than You Think

Once you get used to thinking about designing with the element of motion, you'll see that the After Effects software interface is straightforward, placing all the tools that you need right in front of you. After Effects does much of the routine work for you, too, such as automatically calculating the in-between frames of an animation.

Power Your Imagination With State-of-the-Art Special Effects

Not only does Adobe After Effects software support Adobe Photoshop plugins, it also comes with many of its own. And, like everything else in the software, these plug-in effects can be varied. Make a logo spin slowly and then speed to a blur. Start a ripple that becomes a wave. The possibilities are endless, because you can apply multiple effects to each layer.

Use the Tool the Professionals Use

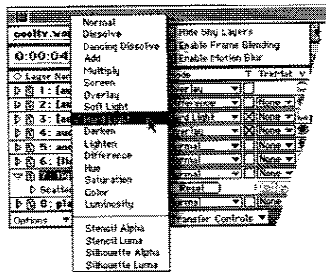
Until recently, producing professional visual effects required expensive, dedicated systems. Today, After Effects software offers the same quality, flexibility, and control—but at a fraction of the cost of a hardware-based system.

So whether you're an experienced post-production professional or a graphic designer who wants to explore the world of motion graphics, Adobe After Effects is the only desktop tool that you need to create the state-of-the-art production values that today's graphic media demand.

Key Features

Sophisticated Compositing

- Compositing of unlimited layers of movies and stills, up to 4,000 by 4,000 pixels
- Easily drawn Bézier masks on images for creating sophisticated traveling mattes
- Extensive alpha-channel controls for realistic composited scenes
- Anti-aliasing for crisp, clear titles and composited images
- Powerful interlayer transfer modes



After Effects interlayer transfer modes are similar to those of Adobe Photoshop.

Powerful Motion Control

- Keyframes for animation of all layer attributes; After Effects automatically handles “in-betweening” for you

- Accuracy to one-thousandths of a pixel for precise positioning and animation of layers
- Interactive manipulation of motion paths and repositioning of keyframes for easy fine-tuning of your creative work
- Simple cut-copy-paste functions for reusing motion paths and effects
- True motion blur for realism that simulates shutter duration and object movement
- Roving keyframe for designing complex and natural-looking motion paths
- Time remapping for effects such as variable slow motion, frame stuttering, playback delay, backward playback, and hold frames

Professional Special Effects

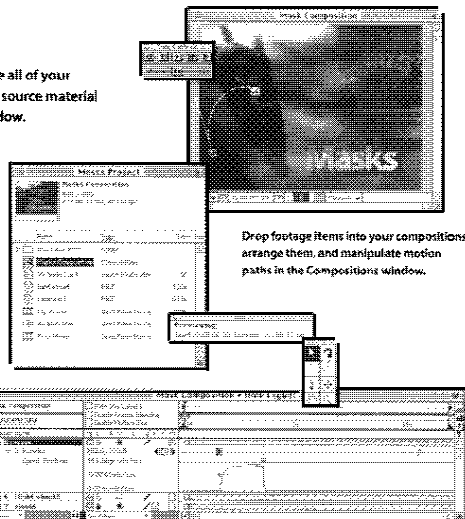
- Special effects that stylize, enhance, and manipulate images and animate every control
- Application of multiple special effects for each layer
- Capability to animate native Adobe Photoshop plug-ins
- Compatibility with third-party plug-ins, including KPT Final Effects 3.0 from MetaTools

The Right Tools, Done Right

- Flexibility to make changes up to the final step—After Effects saves all

- processing until the final render, so your work is always first-generation quality
- Precise feedback from value and velocity graphs
- Low-resolution image versions that speed up preliminary design—you can revert to originals for final output
- Compositing and layering of imported QuickTime® movies, sequences of PICT files, and files from Adobe Illustrator, Adobe Photoshop, Electric Image, and other graphics applications
- Control over field-rendering order for jitter-free playback at any frame rate (up to 99 frames per second)
- Ability to specify output frame rates and resolutions to meet all U.S. and international broadcast standards
- Render Queue for handling multiple versions of a single composition or batch-rendering of any number of different compositions
- Pixel Aspect Ratio option to compensate for the non-square pixels of D-1 video format
- 3:2 pulldown/removal for working with motion-picture film or for simulating the look of film in animation

Store and organize all of your compositions and source material in the Project window.



Drop footage items into your compositions, arrange them, and manipulate motion paths in the Compositions window.

Sequence layers, set and manipulate keyframes, adjust speed and velocity of motion and effects, set transfer modes, apply track mattes—and more—in the Time Layout window.

The Perfect Addition to Your Collection of Adobe Graphics Software Tools

You can freely manipulate the Adobe Illustrator files that you import into Adobe After Effects. Fly through, distort, or scale them—there's no loss in image quality. Dynamic rasterization ensures that the manipulated image—here, the transmission tower—comes in crisp and clear.

Take any static graphic element that you've composited on an Adobe Photoshop layer and use After Effects to add motion. Here, the planets move into orbit with the help of the Motion Blur effect.

When you import a Photoshop file into After Effects, all layers, transformations, and transparencies remain intact. You can then control each independently, using Photoshop style filters, within After Effects. The lightning bolts in these images “shimmer” by means of the Scatter filter.

Contents

- Adobe After Effects software for Macintosh and Power Macintosh* computers on CD-ROM
- More than 50 plug-in special effects
- Sample QuickTime files created in After Effects
- Adobe Acrobat* Reader 2.1 and informative Portable Document Format (PDF) files
- KPT Final Effects demo version and sample movies
- User manuals

System Requirements

- Apple* Macintosh II series (or greater) computer with an FPU (floating-point unit)
- Apple System Software version 7.0 or later
- QuickTime software version 2.1 (included)
- Sound Manager™ software version 3.1 (included)
- 6 MB of RAM available to After Effects (8 MB for Power Macintosh)
- 80 MB or more of free hard-drive space for installation
- CD-ROM drive

Recommendations

- Apple Power Macintosh computer
- Apple System Software version 7.5
- 24 MB or more of application RAM
- 500 MB or larger hard drive
- Two monitors

Compatibility

- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere*
- Adobe ScreenReady™
- Adobe type products

Awards for Adobe After Effects

- 1995, *AV/Video* Outstanding Achievement Platinum Award
- 1994, *Post* and *Producer* 4th Annual Professional's Choice Award; The Best of 1994: Software for Graphics/SFX; Best Compositing Software
- 1994, *MacUser* Editors' Choice Award: Best New Animation Software
- 1994, *Computer Graphics World* Editors' Choice
- 1994, *New Media* Awesome Award
- 1994, *Videography* NAB Vidy Award
- 1993, *MacUser* Editors' Choice Award: Software Product of the Year
- 1993, *Publish* Impact Award

Suggested Retail Price

\$995 (U.S.)

Adobe After Effects Production Bundle

Adobe After Effects 3.0 is also available in a Production Bundle that includes four packs of professional post-production tools—the Key Pack, Motion Pack, Distortion Pack, and Device Control Pack. The Production Bundle is available from Value-Added Resellers for a suggested retail price of \$1,995 (U.S.).

For More Information

In the U.S. and Canada, call 1-800-628-2320 for the name of your nearest Adobe After Effects Value-Added Reseller.

In other countries, contact the nearest Adobe distributor or representative. To receive a list of international Adobe distributors by fax, call the Adobe FaxYI automated-response fax-back system at 1-206-628-5737 and request Document 499950.

Also, see the Adobe home page at <http://www.adobe.com> on the World Wide Web.

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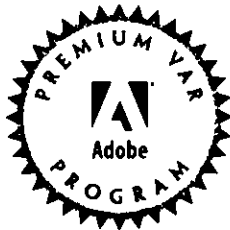
Introducing a
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If you can dream it, you can do it.™

At Adobe, we create products that help people realize their dreams and share them with the world. Adobe helped launch the desktop publishing revolution, and today we produce industry-leading tools and technologies that make the creative potential of the computer as limitless as the human mind.



BY INVITATION



ONLY

Applications such as Adobe® Photoshop®, Adobe Illustrator®, and Adobe Premiere® give artists and designers the freedom to transform imagination into images. Adobe PageMaker® and Adobe FrameMaker®, our powerful publishing tools, let individuals and businesses easily create sophisticated documents, from brochures to books. Adobe Acrobat® software is the universal electronic publishing solution, and Adobe After Effects™ enables users to produce complex

animations and exciting special effects for broadcast, film, and multimedia production.

Because the success of our value-added resellers is integral to that of the company, we at Adobe are committed to helping you realize your vision too. That's why we've created the Premium VAR program. It's designed to assist you in achieving your sales goals, as well as to reward you for your success.

The Premium VAR Program

The Premium VAR Program

The Premium VAR Program

Adobe Systems Incorporated cordially invites you to join a select group of the company's most successful value-added resellers in the Premium VAR Program. Adobe designed the program to help you sell the world's leading graphics and communications software, as well as to recognize you for achieving outstanding results. As a Premium VAR, you will have access to a wide variety of products, services, and other resources.

Premium VAR Membership Requirements

- You must also complete the Adobe Systems VAR application and contract and identify your value-added specialty, the Adobe products you sell, and the Adobe VAR programs that you will implement.
- Adobe must approve your application.
- You must sell at least \$50,000 worth of Adobe products per year.
- You must submit a monthly Point of Sale report to Adobe.
- You must pay an annual fee of \$495 (U.S.).
- You must designate a staff member who is technically proficient in working with Adobe products as an Adobe Product Expert. You must be able to demonstrate Adobe products to clients on-site using the appropriate equipment.
- Someone on your staff must participate in an Adobe sales training event at least once a year.

Premium VAR Advantages

- You are eligible to receive additional discounts for select products.
- You are eligible to receive a 6 percent co-op allowance for seminars, direct mail, advertising, and other sales-generation activities. All activities must be approved by Adobe. The 6 percent co-op allowance is based on net purchases of Adobe products from Adobe or from any authorized Adobe distributor.
- You are authorized to sell support and maintenance, volume purchase agreements, and upgrades (accompanied by a Point-of-Sale report for the upgraded product).
- You will be eligible to receive prereleased software as part of the Adobe Beta Program.
- You will receive priority status from Adobe Customer Service for presale support and from Adobe Technical Support for post-sale support.
- You have access to leads generated by Adobe.
- You will be listed on Adobe's World Wide Web site.
- You are also eligible for a 10-percent discount off the standard retail price of Adobe Software Developers Kits and use of the Premium VAR logo.
- You will have a named inside and outside Adobe representative.

The Premium VAR Sales Kit

Upon your acceptance to the program, you will receive a sales kit containing a wealth of resources that will familiarize you with Adobe products and help you to present a clear and consistent message to clients. The kit includes the following:

- A set of CDs with not-for-resale versions of Adobe's software products, including Adobe Acrobat, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Adobe After Effects, and Adobe FrameMaker. The CDs, which are updated regularly, also include promotional and other sales materials.
- CD samplers of Adobe Acrobat, Adobe FrameMaker, Adobe PostScript®, and other Adobe graphics and publishing software.
- A Co-op Materials CD, which includes guidelines for using program funds, all necessary membership forms, and Adobe product artwork and logos.
- A library of Adobe product brochures and Literature Request Forms to order additional copies.

RSVP

To find out more about becoming a Premium VAR, please contact the Adobe Dealer Sales Group at **800-447-3577**. Visit our home page on the World Wide Web at <http://www.adobe.com> for further information about Adobe and its products. We look forward to working with you.

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