Macintosh®

Adobe Premiere™

The power to communicate with images, motion and sound

Now it's easier than ever to create high-quality QuickTime™ digital movies and videotapes. Adobe Premiere 4.0 software is the powerful editing program that allows you to easily combine video, audio, animation, still images and graphics to bring your ideas to life.

Adobe

Adobe Premiere

About Adobe Systems…

At Adobe, our goal is to help people effectively use computers to create and share information. That is why we invented the PostScript™ page-description language in 1985. Today, Adobe is a $313 million company with offices worldwide and Adobe™ PostScript software is the industry standard, giving you the ability to create, communicate and print documents which incorporate text, graphics and images across a full range of desktop computers and output devices.

Building on the foundation of PostScript software, we offer the world's leading products for visual communication. Whether you work with printed documents or with moving pictures and sound, on a Macintosh, IBM PC or other computer. Adobe's range of innovative software tools includes the Adobe Type Library—the world's broadest, highest quality collection of typefaces in the Type 1 digital format. Award-winning Adobe Illustrator,™ Adobe Photoshop™ and Adobe Premiere™ programs are standards for graphic design, image processing and digital video production. And Adobe Acrobat™ products give your computer a whole new way to exchange documents.

With Adobe software, you can express yourself in more ways then you ever dreamed possible.

Put Your Ideas in Motion

Adobe Premiere software for Macintosh is ideal for all video needs. It provides an economical solution for professionals who need a flexible nonlinear editing system or a way to create detailed storyboards. For corporate, training and other videos, Adobe Premiere allows you to do all editing on-line, including graphics and special effects, with the same high quality as professional editing systems. No costly special effects hardware or production services are required.

Because Adobe Premiere works in the QuickTime format—Apple's open standard for digital video—you can work with a wide range of hardware and software products. Adobe Premiere even provides native support for Power Macintosh™ computers.

Edit With Ease

Making a movie with Adobe Premiere is as simple as gathering and arranging your clips. Record video footage in QuickTime format, within the program. Import other visual and audio files, including ones created with Adobe Illustrator, Adobe Photoshop and Adobe Dimensions™ software.

Let Your Imagination Fly

Arrange clips linearly, with simple cuts, or layer them with dramatic transitions. Design shapes and patterns for transitions to follow. Isolate images and superimpose multiple layers of moving video. Control their motion across the screen, "flying" them along a path with twisting, zooming, rotation and distortion effects. All of your effects are applied with subpixel motion and field rendering for smooth action. Use plug-in filters to generate tints, distortions, replications and more. Even animate filters over time.

Get Ready to Roll Fast

You can produce your movies for small- or full-screen viewing, export them to tape or digital disk recorders, such as as the Abekas A65, or create edit decision lists for export to professional production equipment.

Whether outputting to tape or screen, you can arrange clips linearly, with simple cuts, or layer them with dramatic transitions such as dissolves, page turns and spins. Choose from over 60 predefined transitions and 50 predefined filters—or create your own.

Use any outline typeface, including Adobe's multiple master designs, to create titles. You can animate titles over time and superimpose them over any image.

Motion control allows you to "fly" any still or moving images along a path with twisting, zooming, rotation and distortion effects. And do it with multiple layers.

Key Features

Editing
- True nonlinear editing allows you to make changes instantly.
- Graphical interface displays clips in "filmstrip style" with variable zoom-in and single-frame viewing.
- Multiple previewing methods allow you to save editing time or see all the details.
- Nondestructive editing of clips preserves your originals.

Project Management
- Finder-like interface with folders helps you organise source materials.
- Sort, view or search materials by name, icon or comments. Multiple comment fields give you precise control.
- Save commonly used materials in libraries that you can access anytime.

Special Effects
- Motion control allows any still or moving image to "fly" along a path with twisting, zooming, rotation and distortion effects that you control.
- Import and export movies to and from Adobe Photoshop, where you can layer complex images and paint frames.
- Choose from a variety of A/B style transitions, including dissolves, wipes, spins and more. Or create your own transitions.

- Support for plug-in filters, including those compatible with Adobe Photoshop, widens your production and creative options.
- 97 superimpose tracks and virtual clips give you multiple layers and compositing.
- Professional superimposing (keying)—including chroma, luminance, "smart" alpha channels, travelling mattes and others—allows you to isolate areas in moving or still images and superimpose them on other clips.

Recording to Disk
- Use any QuickTime video capture card.
- Waveform Monitor and Vector Scope provide accurate, predictable adjustments to the video signal while capturing to disk.
- Built-in timebase corrector guarantees exact frame rates when capturing or playing digital video.

Video Assembly and Output
- Save movies in any installed QuickTime compression format.
- Print to video allows you to instantly view movies against a black background or export to tape—without compiling.

Graphics and Titles
- PostScript™ rasteriser converts files from Adobe Illustrator.
- Title generator supports animated titles using Adobe's multiple master typefaces, and creates text with smooth edges, gradient fills, soft shadows and transparent backgrounds.
- Background generator creates textures.

Professional Features
- Subpixel motion and field rendering options for all effects deliver the smoothest possible action.
- Automatic or manual entry of SMPTE timecode and tape names when recording links you to high-end video equipment.
- Plug-in architecture allows you to export edit decision lists (EDLs) with B-roll conform lists and support for four separate audio channels.
- Support for Apple® Sound Manager™

How the Pros Use Adobe Premiere

Commercial Video

Producing broadcast and marketing videos for clients such as Nike and Levi Strauss, San Francisco film-design firm twenty2product has cut its cost of doing business by 75 percent since it started using Adobe Premiere software. Now, instead of spending $500 or more an hour in post-production houses, partners Terry Green and Nori-zso Tolson work on the desktop and retain creative control. "With Adobe Premiere, we don't have to experiment at the expense of our clients. We can easily deliver a killer product at a fraction of the cost," says Green. "Adobe Premiere has given us an improved quality of life and a more profitable business."

Corporate Communication

Providing comprehensive training programs and sales tools to a large employee base can be time consuming and cost-prohibitive. But Cleveland, Ohio–based corporate giant TRW gets the word out to its 65,000 employees, affordably, on CD-ROM with the help of Adobe Premiere software. To produce an interactive employee orientation CD that covers company history, goals, codes of conduct, products and other background, Neil Fox, TRW's manager of multimedia services, put it all together on the desktop using Adobe Premiere. "It would have cost ten times as much if we had to use traditional video editing methods," says Fox. "And we were able to complete it in significantly less time, probably one hour for every 25 we would have spent otherwise."

And More

- Presets (style sheets) simplify setting critical options for output, compression and other tasks.
- Support for 24-, 25-, 29.97- and 30-frame-per-second editing accommodates international film and video standards.
- Image size can reach 4K by 4K.
- Work with low-resolution files, then replace them with high-resolution versions after initial edits to use disk space efficiently.
- Built-in and third-party audio processing filters enable you to enhance and change audio characteristics.

Free Deluxe CD-ROM Includes

- QuickTime movies that demo new features and expert techniques.
- Stock images, video and audio clips, titling templates and fonts.
- On-line documentation that you can view and print using Adobe™ Acrobat™ Reader software, included free.
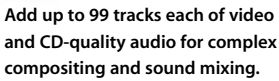

Off-Line Editing

A 15-year veteran of Hawaii's broadcast community, Jeff DePonte, founder of JDVIDEO, uses Adobe Premiere software to do off-line editing for everything from commercials to documentaries for public television. He creates edit decision lists (EDLs) with Adobe Premiere, then sends them electronically to video post-production houses for on-line editing. "I'm saving 75 to 80 percent of my on-line editing time," says DePonte. But even the cost savings are not his favourite aspect of working with Adobe Premiere. "The program's single greatest feature is its ease of use," he says. "It just goes to show that you don't have to spend $20,000 on a desktop video editing system. With a modest Macintosh and Adobe Premiere, I can prepare edit decision lists for high-quality work that airs on broadcast television every week!"
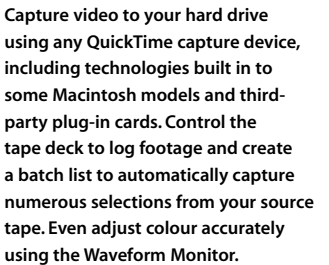
Your primary working area, the Construction window speeds the editing process with automatic inserts, ripple deletes and a pop-up tool menu.

The floating Commands palette allows you to store frequent commands and window arrangements so you can access them with a click of the mouse. Apply keyboard shortcuts to any command.

A real time-saver, the new Trimming window allows you to edit the head and tail of two adjoining clips while viewing them side by side. Add or subtract frames freely. View thumbnails of surrounding frames. Edit audio and video together or separately.

Add up to 99 tracks each of video and CD-quality audio for complex compositing and sound mixing.

Navigate through the timeline with the Project Controller, which interacts efficiently with the Construction and Preview windows.

The Preview window shows how your work is coming together and allows you to experiment with transitions, special effects and other editing options.

Use the Transitions window to view animated representations of transitions and special effects. The ones you select snap into place in the Construction window.

The Project Window helps you organise and access your movie's source materials. Arrange them by name or icon, in a variety of sizes and modes— even group them in folders.

With the title generator, you can use Adobe's multiple master typefaces to create animated titles, or use the drawing tools to create basic shapes.

Capture video to your hard drive using any QuickTime capture device, including technologies built in to some Macintosh models and third-party plug-in cards. Control the tape deck to log footage and create a batch list to automatically capture numerous selections from your source tape. Even adjust colour accurately using the Waveform Monitor.
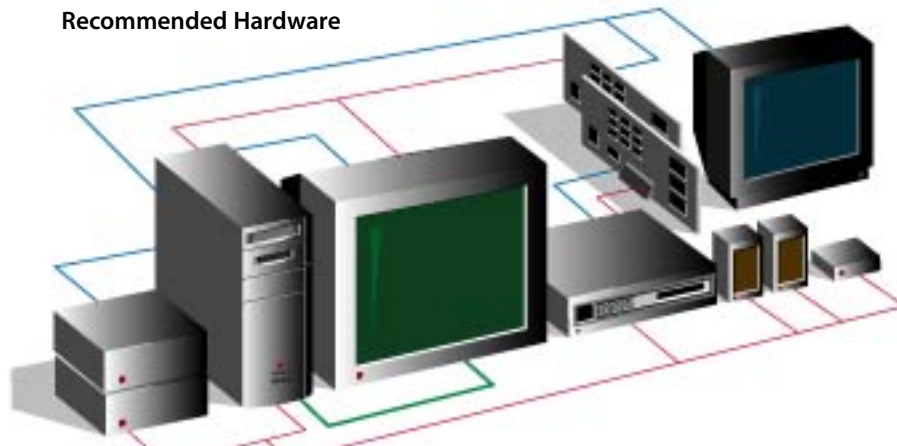
The Clip window allows you to view and hear any video or audio clip for precise editing. Controls include a jog shuttle and instant random access. You mark the segments you want, then insert them into the timeline.

Recommended Hardware

Monitor	Full-screen capture card
One or more hard drives	Macintosh Power Macintosh
Optional NTSC or PAL monitor	Device control
Speakers	Professional tape deck Super VHS or HI-8

**Third-Party
Hardware Vendors***

16-Bit Audio Cards
Digidesign
Spectral Innovations
Radius™
RasterOps™

*Partial list

Full-Screen Capture Cards
RasterOps
Radius
SuperMac™ Technology

Other QuickTime Cards
Intelligent Resources
RasterOps
Radius
Sigma Designs
SuperMac Technology
Truevision

Device Controllers
ARTI
Diaquest
Pipeline Digital
Selectra
Videomedia

Encoders
Radius
RasterOps
VideoLogic
Workstation Technologies

Large-Capacity Hard Drives
Optima Technology
FWB
PLI
Storage Dimensions
MicroNet Technology
Micropolis

Contents

- Adobe Premiere software
- Deluxe CD-ROM with stock media, tutorials and Adobe Acrobat Reader software
- User guides
- Adobe Type Manager™ software
- 23 Adobe typefaces
- QuickTime extension

System Requirements

- Macintosh 68020–68040:
  4 MB of application RAM
- Power Macintosh:
  6 MB of application RAM
- 16 MB of application RAM recommended for full-screen video
- 80 MB hard drive (500 MB or more recommended for full-screen video)
- Apple System Software version 7.0 or greater
- CD-ROM drive (for Deluxe CD-ROM)

Compatibility

- QuickTime movie files
- Adobe Photoshop, Adobe Illustrator, numbered PICT, PICT, PICS, AIFF, Audio CD, TARGA, Sound Designer, Kodak® PhotoCD™ and SoundEdit files
- QuickTime-compatible digital-video cards
- Adobe Premiere and Adobe Photoshop plug-in filters

Awards

- 1994, *Video Magazine* Best of '94 Award
- 1993, *Publish* Readers' Choice Award
- 1993, Software Publishers Association Critics' Choice Award
- 1993, *MacUser* Editors' Choice Award
- 1993, *BYTE* Award of Merit
- 1992, *BYTE* Award of Excellence
- 1992, *MacWEEK* Diamond Award
- 1992, *Presentation* Products Readers' Choice Award
- 1992, *InfoWorld* Buyers Assurance Seal

For More Information

Contact your local Adobe distributor.

Training Workbook

The *Classroom in a Book™: Adobe Premiere, 2nd Edition* guides you through 20 step-by-step lessons and projects to help you master the latest features of the program. Ask for it and other Adobe Press publications at your local bookstore or call one of the Adobe offices listed below.