

## How to use this document

This Portable Document Format file (PDF) is a compilation of information about Adobe Premiere 4.0, the powerful video and multimedia editing program. This PDF file contains dynamic features such as bookmarks and links. It's an example of the rich documents that you can create with Adobe Acrobat software.

You can use the built-in tools of Acrobat to navigate through this information. You can also use the following navigational tools we've added to the Adobe Premiere 4.0 Product Brochure:

■ Will zoom in to the text on that page

→ Will take you to the next text column in the brochure

Highlighted word Will take you to a section of the document containing specific information or an illustrated example of that subject. You can return to the page where the link originated by clicking the ◀◀ icon in the menu bar above.

Macintosh®

# Adobe Premiere™

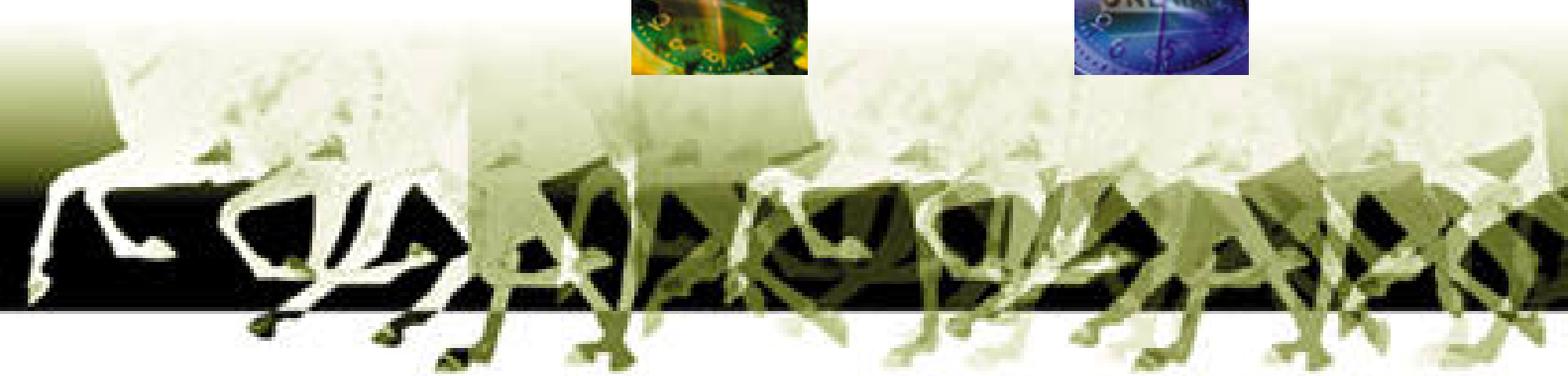


## The power to communicate with motion and sound

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 lets you easily combine video, audio, animation, still images and graphics to bring your ideas to life. →



# Adobe Premiere



## 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 lets you 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. And you can incorporate video images into multimedia presentations, reducing the need for complex animation sequences.

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. Set critical editing options with a mouse-click. Then refine edits quickly and precisely using the Trimming window and other tools.

## 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 the Abekas A65, or create edit decision lists for export to professional production equipment.

Adobe Premiere software gives you complete creative control—and the power to deliver your message with greater impact than ever before.

## 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.





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 lets you "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 lets you make changes instantly.
- Graphical interface displays clips in "filmstrip style" with variable zoom-in and single-frame viewing.
- Edit by using the Timeline, Trimming or Playback windows.
- Multiple previewing methods let you save editing time or see all the details.
- Nondestructive editing of clips preserves your originals.

### Project Management

- Finder-like interface with folders helps you organize 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. Choose filters for color balance, brightness and contrast control, blurring, distortions, morphing and more.
- **97 superimpose tracks and virtual clips** give you multiple layers and compositing.
- Professional superimposing (keying)—including chroma, luminance, "smart" alpha channels, traveling mattes and others—lets you 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.
- Logging and batch digitizing let you automatically save multiple video clips to your hard drive, and share batch lists with other programs.

### Video Assembly and Output

- Save movies in any installed QuickTime compression format, including Apple Video, Compact Video, JPEG and third-party compressors.
- Print to video lets you instantly view movies against a black background or export to tape—without compiling.

### Graphics and Titles

- PostScript™ rasterizer 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 lets you 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

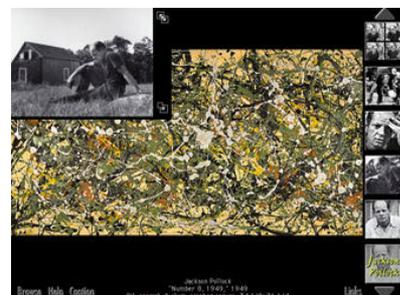
### Commercial Video

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."



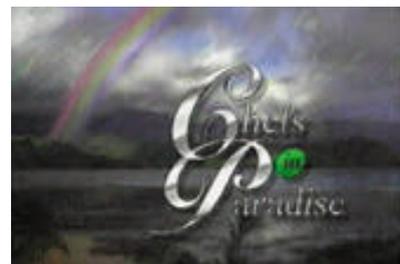
### Multimedia Production

Eden Interactive founders Matthew London and Minoo Saboori use Adobe Premiere software to create multimedia titles that "open the heart and activate the mind." Eden's visually rich and technically complex "American Visions" production takes the viewer on an interactive excursion through the works and times of famous American contemporary artists. It is both a stand-alone CD-ROM title and an interactive kiosk at a major art museum. "We never could have afforded to produce 'American Visions' using traditional video on-line and off-line editing equipment," says Saboori. Dynamic previewing, clip management and special effects capabilities all add to the appeal of Adobe Premiere as a multimedia tool. Says London, "The collection of overall improved features shows that Adobe was listening to professionals."



### 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 favorite 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!"



3.0 and CD sound (16-bit, 44 KHz) assures you of high-quality audio.

### 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.
- Expandable architecture enables plug-in modules to add new features such as a Titling window and Abekas A65 and A66 drivers (all included).
- 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.

### Corporate Communication

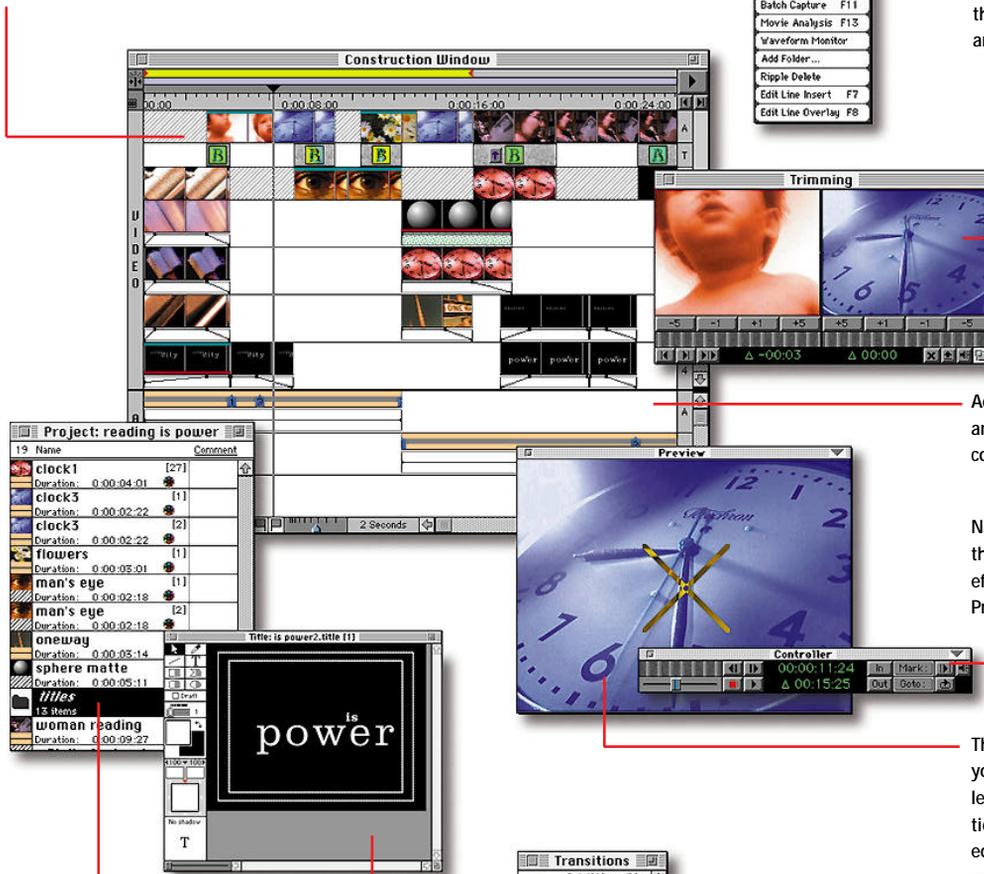
Providing comprehensive training programs and sales tools to a large employee base can be time consuming and cost-prohibitive. But Cleveland, Ohio-based corporate giant TRW gets the word out to its 65,000 employees, affordably, on CD-ROM with the help of Adobe Premiere software. To produce an interactive 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."



Your primary working area, the Construction window speeds the editing process with automatic inserts, ripple deletes and a pop-up tool menu. View thumbnails in multiple modes and sizes, including names only, heads and tails, and all pictures.

The floating Commands palette lets you 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 lets you 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. And play the edit any time to see how it looks and sounds.



The Project Window helps you organize 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.

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

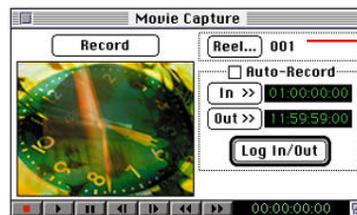
Navigate through the timeline with the Project Controller, which interacts efficiently with the Construction and Preview windows.

The Preview window shows how your work is coming together and lets you experiment with transitions, special effects and other editing options. Choose from many previewing modes, some to save time and others to show detail.



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

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.

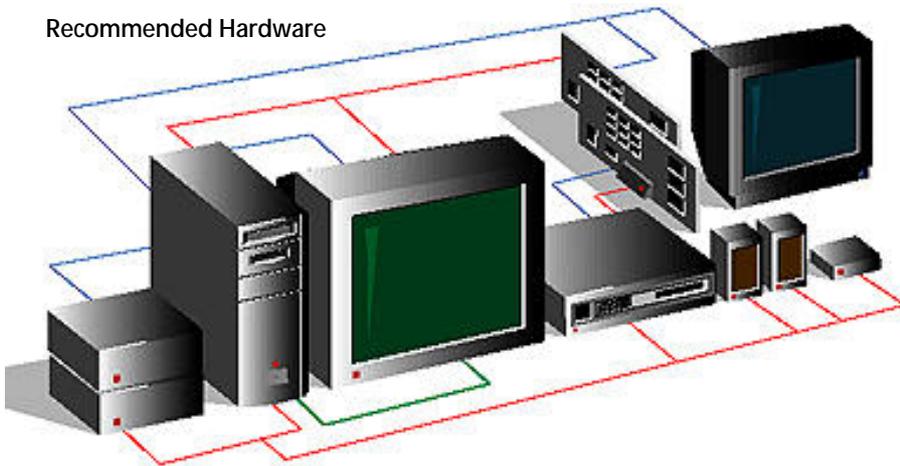


Capture video to your hard drive using any QuickTime capture device, including technologies built in to some Macintosh models and third-party plug-in cards. Control the tape deck to log footage and create a batch list to automatically capture numerous selections from your source tape. Even adjust color accurately using the Waveform Monitor.

The Clip window lets you 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



Off-Line Editing System
On-Line Video Production
Multimedia

### 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

## Suggested Retail Price

\$795 (U.S.), including Deluxe CD-ROM

## For More Information

Call **1-800-833-6687** or see the Adobe Authorized Reseller nearest you. Outside the USA and Canada, contact your local Adobe distributor or call 1-408-986-6555.

## 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 1-800-425-5331.

ISBN: 1-56830-119-7

Suggested Retail Price: \$44.95 (U.S.)



**Adobe Systems Incorporated**  
1585 Charleston Road, P.O. Box 7900, Mountain View  
California 94039-7900 USA

**Adobe Systems Europe B.V.**  
Europlaza, Hoogoorddreef 54a, 1101 BE Amsterdam Z.O.  
The Netherlands

**Adobe Systems Japan**  
Swiss Bank House, 4-1-8 Toranomon, Minato-ku  
Tokyo 105 Japan

This brochure was created with Adobe Photoshop and Adobe Illustrator software, and font software from the Adobe Type Library.

Adobe, the Adobe logo, Acrobat, Adobe Dimensions, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe Type Manager, Classroom in a Book and PostScript are trademarks of Adobe Systems Incorporated which may be registered in certain jurisdictions. Apple and Macintosh are registered trademarks and Power Macintosh, QuickTime and Sound Manager are trademarks of Apple Computer, Inc. Kodak is a registered trademark and PhotoCD is a trademark of Eastman Kodak Company. All other brand or product names are trademarks or registered trademarks of their respective holders. The Adobe Premiere package is the protected trade dress of Adobe Systems Incorporated.

Copyright © 1994 Adobe Systems Incorporated. All rights reserved. 0199-7663 6/94