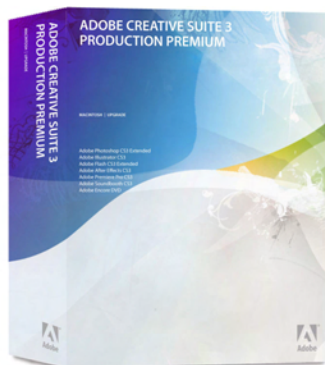


ADOBE® CREATIVE SUITE® 3 PRODUCTION PREMIUM

PUT IDEAS IN MOTION WITH THE TOTAL POST-PRODUCTION SOLUTION



Adobe Creative Suite 3 Production Premium combines full new versions of:

- Adobe After Effects® CS3 Professional
- Adobe Premiere® Pro CS3*
- Adobe Photoshop® CS3 Extended
- Adobe Flash® CS3 Professional
- Adobe Illustrator® CS3
- Adobe Soundbooth® CS3*
- Adobe Encore® CS3*
- Adobe OnLocation™ CS3 †
- Adobe Ultra™ CS3†
- Features available only in Production Premium: Adobe Dynamic Link* and Capture In After Effects*
- Adobe Device Central CS3 and Adobe Bridge CS3

* Mac version requires Intel®-based Mac.

† Windows only. Adobe OnLocation requires Boot Camp to run on Mac. Ultra is not included in the Mac version of Production Premium.

The Mac version of unmarked items runs on Intel-based or PowerPC Mac.

Produce visually innovative work faster and more easily with new Adobe Creative Suite 3 Production Premium software for Mac and Windows.

Adobe Creative Suite 3 Production Premium software, the successor to Adobe Production Studio, enables exceptional productivity as you create visually innovative work for film, broadcast, web, mobile phones, and other portable devices. New releases of Adobe's essential post-production and graphic tools are combined with Adobe Flash CS3 Professional and intuitive new audio tool Adobe Soundbooth. Save time moving from task to task thanks to tighter integration. Save more time as Dynamic Link eliminates rendering delays when you use After Effects compositions in Adobe Premiere Pro and Encore. On Mac or Windows, Adobe Production Premium enables you to prepare for tomorrow's post-production challenges while working today in HD, HDV, SD, or DV with the hardware of your choice.

Adobe Creative Suite 3 Production Premium offers:

Essential tools—Production Premium has the tools you need, from concept and acquisition to post-production and delivery. After Effects CS3 Professional, Adobe Premiere Pro CS3, Photoshop CS3 Extended, and Illustrator CS3 are combined with Adobe Flash CS3 Professional, new Soundbooth CS3, Encore CS3, Adobe OnLocation CS3 for direct-to-disk capture and on-set monitoring, and Ultra CS3 for fast, effective keying.

Intelligent integration—Industry-leading integration between components of Production Premium saves time at every step of the process so you can work at peak productivity. With the exclusive Dynamic Link feature, your work in After Effects can be seen immediately in Adobe Premiere Pro and Encore, without intermediate rendering. Export Flash video from After Effects and Adobe Premiere Pro for further enhancement in Flash CS3 Professional. Author interactive, menu-driven productions for both DVD and finished Flash SWF output from the same project in Encore. Common interface elements throughout and the ability to copy and paste or drag and drop between components further enhance productivity. Easily move your work from one component of Production Premium to another while preserving layers, styles, color management settings, and more, thanks to shared file formats.

Agile workflows—Production Premium runs on the latest versions of Mac OS X and Microsoft® Windows®, providing agile workflows from start to finish. New output options include enhanced and expanded Flash output for the web and new video format support for mobile phones and other portable devices. An open and flexible approach to format and hardware support means you can work with the hardware of your choice, and be prepared for further evolution in post-production demands.

See the following for more details about Adobe Creative Suite 3 Production Premium:

- Adobe After Effects CS3 Professional What's New
- Adobe Premiere Pro CS3 What's New (also contains information about Encore CS3 and Adobe OnLocation CS3)
- Adobe Photoshop CS3 Extended What's New
- Adobe Flash CS3 Professional What's New
- Adobe Illustrator CS3 What's New
- Adobe Soundbooth CS3 What's New
- Adobe Device Central Overview

The Windows version of Adobe Creative Suite 3 Production Premium requires Windows Vista™ or Windows XP.

The Mac version of Adobe Creative Suite 3 Production Premium requires Mac OS X running on an Intel or PowerPC processor, with the following limitations: The components Adobe Premiere Pro, Soundbooth, and Encore, as well as the features Dynamic Link and Capture In After Effects will run only on a Mac with an Intel processor. Adobe OnLocation and Ultra run only in Windows, and thus require Boot Camp on Mac.

Pricing

Adobe Creative Suite 3 Production Premium will be available in North America for an estimated street price of US\$1699, directly from Adobe or through Adobe Authorized Resellers. Customers may order directly from Adobe by visiting the Adobe Store at www.adobe.com or calling 1-888-724-4507.

Licensed users of Adobe Production Studio (Premium or Standard edition) can upgrade to Adobe Creative Suite 3 Production Premium for an estimated street price of US\$799. Licensed users of qualifying Adobe point products, such as After Effects or Adobe Premiere Pro can upgrade to Production Premium for an estimated street price of US\$1199.

Estimated street prices do not include taxes, shipping, handling, or other related expenses. A complete list of products that qualify users for upgrade pricing is available in the Pricing Overview document. Information on pricing and support policies outside of North America and for Education customers is available separately.

Expected Ship Date

Third Quarter 2007

Better by Adobe.™



Adobe

Adobe Systems Incorporated
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USA
www.adobe.com

Top new benefits of Adobe Creative Suite 3 Production Premium

New Adobe After Effects CS3 Professional—Develop superior motion graphics and visual effects by using innovative new features in Adobe After Effects CS3 Professional. Shape layers enable more flexible vector drawing and animation, the new Puppet tool provides an intuitive approach to animation, and Adobe Clip Notes streamlines review and approval.

New Adobe Premiere Pro CS3 with Adobe OnLocation CS3—Boost your editing efficiency with Adobe Premiere Pro CS3. Achieve dramatic effects using improved slow motion with variable speed control. Save time and raise the quality of your footage with new Adobe OnLocation CS3, capturing directly to disk as you shoot and using professional on-set monitoring tools.

New Photoshop CS3 Extended and Illustrator CS3—Enjoy powerful new controls and artistic tools specifically designed for post-production. In Photoshop CS3 Extended, edit and paint individual frames and clone from one frame to another on imported video files in the new Timeline mode of the enhanced Animation palette. In Illustrator CS3, efficient new document profiles for video and an intuitive new Crop Area tool include aperture, safe area, and pixel aspect ratios specific to your output.

New Adobe Flash CS3 Professional—Take your video productions to an even wider audience on the web by exporting Flash video with markers converted to cue points, and then enrich those productions in Flash using enhanced interactive authoring and drawing tools. Workspace panels and other interface elements that match those in Photoshop, Illustrator, After Effects, and Adobe Premiere Pro make moving between tasks intuitive, boosting your productivity.

New Adobe Soundbooth CS3 for audio—Quickly accomplish everyday audio production tasks—trimming clips, removing noise, creating sound effects, polishing voiceovers, and customizing music to fit your production—even if audio production isn't your specialty.

New Adobe Encore CS3—Author professional-quality DVDs and output interactive DVD-style Flash experiences from a single Encore CS3 project.

New integration for exceptional productivity—Discover tighter-than-ever integration between Photoshop and After Effects, and between Flash and After Effects, Photoshop, and Illustrator. Import SWF files into After Effects. With Dynamic Link, your work in After Effects is reflected immediately in Adobe Premiere Pro and Encore without rendering. Move projects and files easily between components that offer standard interfaces such as common tools and panels that dock and group. Now preview FLV and SWF files in Adobe Bridge, and find assets quickly, with a single click in the Bridge Filter panel to limit display to a specific file type.

Available for Mac and Windows—Work on the platform of your choice. Production Premium runs on the latest versions of Mac and Windows, and is supported by a broad selection of third-party plug-ins, books, training materials, and leading industry partners.

Quick, effective keying with Adobe Ultra CS3—Create highly realistic background composites that are convincing in every detail, even from marginal video sources. Import Photoshop files as backdrops or virtual sets. Use the one-click Set Key feature for fast setup of better videos with less tweaking. (Windows only; requires Boot Camp on Mac.)

Expanded output options, including video for mobile phones—Put your productions in the pockets of your audience by using Adobe Media Encoder to export 3GPP and H.264 video for mobile phones, iPods, PSPs, and other mobile devices. Use new Adobe Device Central CS3 to preview video for Flash Lite™ enabled mobile phones and devices, and easily export Flash video and Flash experiences for the web.

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