

Adobe® Premiere® Pro CS4

The following copy blocks can be used in web pages, catalogs, print ads, or other promotional materials for Adobe® Premiere® Pro CS4 software.

Websites

Catalogs

Print ads

Websites

For web pages, use the following product descriptions and feature lists.

Adobe® Premiere® Pro CS4 tagline

Capture, edit, and deliver video online, on air, on disc, or on device

Product highlights

Use these product highlights only when space is limited. Otherwise, use "Top reasons to upgrade" and "Top reasons to buy" feature lists.

Discover new post-production workflows—Work with the formats you want, from DV and HD to 4K and beyond. Support for industry standards enables you to interchange more easily with other industry-standard tools. Powerful new metadata management features help you deliver video content to virtually any screen.

Work with efficient post-production tools—Edit faster with a broad selection of professional editing tools and tighter-than-ever integration with other Adobe software. Maintain pristine quality across the production process with an efficient tapeless workflow, find specific areas of your content faster with the innovative Speech Search feature, and stay focused on your work with background batch encoding.

Achieve creative excellence—Maximize your creative options with powerful enhancements that help you bring new dimensions to your work. Achieve your vision with professional color correction, quick and precise multicam editing, and much more—all from within a familiar, customizable interface. Tap into a wealth of tutorials, stock footage, visual effects, and more to elevate your production quality, and connect to the creative community to share ideas. From acquisition to delivery, Adobe Premiere Pro CS4 offers tools that help you deliver excellent results.

Information for upgrade SKUs

Use the following descriptions for web pages targeting customers with an earlier version of the product.

Short upgrade description

Tell your story with maximum impact using Adobe® Premiere® Pro CS4 software, the start-to-finish video production solution that includes Adobe OnLocation™ CS4 and Encore® CS4 software.

Long upgrade description

Tell your story with maximum impact using Adobe® Premiere® Pro CS4 software, the start-to-finish solution for video production that includes Adobe OnLocation™ CS4 and Encore® CS4 software. Save time with a tapeless workflow, project intelligence with new XMP metadata support, dozens of editing enhancements, and tight integration with other Adobe software. Reach a wide audience by delivering your content to virtually any screen.

Top reasons to upgrade to Adobe® Premiere® Pro CS4

Tapeless camera support—Edit video natively in the latest tapeless formats, including AVCHD, P2, XDCAM EX, and XDCAM HD, without transcoding or rewrapping. Browse your drives and removable media from inside Adobe Premiere Pro to find, log, and import footage.

Batch encoding in the background—Save time with Adobe Media Encoder, a separate included software application that automates the process of creating multiple encoded versions of your source files and sequences. Manage priorities and control advanced settings for individual files.

Dynamic workflow with other Adobe tools—Achieve a high level of productivity from production to delivery with the tightly integrated toolset in Adobe Premiere Pro CS4. Eliminate intermediate rendering when moving sequences into Adobe Encore® CS4 software, and take advantage of new support for Adobe Photoshop® files with video and blend modes.

Direct-to-disk recording with cross-platform, redesigned Adobe OnLocation™ CS4—Get critical monitoring information while you record directly to disk with Adobe OnLocation CS4 software, now cross-platform with a new Adobe-standard interface. Save time and take the tedium out of logging with shot lists and metadata-based project intelligence.

End-to-end metadata workflow—Easily add metadata to clips both on set with Adobe OnLocation and while editing using Adobe Premiere Pro, for greater project intelligence. Use speech recognition technology to create text-based metadata that helps you organize and find your assets more efficiently during editing. Finally, pass the metadata through export for publishing to the web, enabling searchable video and helping to unlock new revenue streams.

Editing efficiency—Take advantage of more than 50 of the most requested editing enhancements to make your workflow more efficient. Apply effects to multiple selections, get timecode information faster, speed work in the timeline with new keyboard shortcuts, and more.

Speech Search—Turn spoken dialogue into text-based, timecode-accurate, searchable metadata. Jump to a specific area of a shot by searching for keywords within the dialogue, and then use keywords to quickly locate and display what you're looking for—or even cut video based on the script.

Faster, customizable SWF output—Create SWF file versions of your DVD and Blu-ray projects for the web, complete with DVD interactivity, menus, URL links, and customizable HTML templates, without opening another application. Export for streaming or progressive download, and reduce encode time by using optimized encode settings in Adobe Media Encoder.

Resource Central*—Access product-related news and tutorials online by using the Resource Central panel in Adobe Premiere Pro and Encore.

Information for full-version SKUs

Use the following descriptions for web pages targeting customers new to the product.

Short full-version description

Tell your story with maximum impact using Adobe® Premiere® Pro CS4 software, the start-to-finish video production solution that includes Adobe OnLocation™ CS4 and Encore® CS4 software.

Long full-version description

Tell your story with maximum impact using Adobe® Premiere® Pro CS4 software, the start-to-finish solution for video production that includes Adobe OnLocation™ CS4 and Encore® CS4 software. Save time with a tapeless workflow, project intelligence with new XMP metadata support, dozens of editing enhancements, and tight integration with other Adobe software. Reach a wide audience by delivering your content to virtually any screen.

Top reasons to buy Adobe® Premiere® Pro CS4

Efficient tools for creative editing—Create high-quality visual and editorial effects directly within the editing timeline. Edit faster with powerful editing tools that give you precise control and real-time feedback. Add color correction and other effects, audio filters, and more.

Comprehensive video format compatibility—Work with virtually any video format thanks to native editing support for DV, HDV, Sony XDCAM, XDCAM EX, Panasonic P2, and AVCHD. Add uncompressed SD and HD acquisition with hardware cards from third-party vendors.

DVD, Blu-ray Disc, and interactive SWF output with included Adobe Encore® CS4—Author once and deliver to three formats: Create DVDs, high-definition Blu-ray discs with pop-up menus, and interactive web versions of your content with Adobe Encore CS4 software, included with Adobe Premiere Pro CS4.

Dynamic workflow with other Adobe tools—Achieve a high level of productivity from production to delivery with the tightly integrated toolset in Adobe Premiere Pro CS4. Eliminate intermediate rendering when moving sequences into Encore CS4, and take advantage of new support for Adobe Photoshop® files with video and blend modes.

Direct-to-disk recording and on-set monitoring with included Adobe OnLocation™ CS4—Record directly to disk and maximize camera image quality using software-based waveform and vectorscope tools to quickly calibrate your camera, check levels, and monitor your signal. Organize shots using metadata logged during the shoot.

End-to-end metadata workflow—Easily add metadata to clips both on set with Adobe OnLocation and while editing using Adobe Premiere Pro, for greater project intelligence. Use speech recognition technology to create text-based metadata that helps you organize and find your assets more efficiently during editing. Finally, pass the metadata through export for publishing to the web, enabling searchable video and helping to unlock new revenue streams.

Speech Search—Turn spoken dialogue into text-based, timecode-accurate, searchable metadata. Jump to a specific area of a shot by searching for keywords within the dialogue, and then use keywords to quickly locate and display what you're looking for—or even cut video based on the script.

Delivery to the web and mobile devices—Deliver video in a variety of formats for viewing on air and on DVD, online and offline with Adobe Flash® Player and Adobe Media Player software, and on mobile devices with Adobe Flash Lite™ software.

Accelerated client review and approval with Adobe Clip Notes—Expedite review cycles and avoid miscommunication by using Adobe Clip Notes. Embed video into a PDF file. Then e-mail the file to clients to add timecode-specific comments that map to the Adobe Premiere Pro timeline.

Resource Central*—Access product-related news and tutorials online by using the Resource Central panel in Adobe Premiere Pro and Encore.

Upselling to Adobe® Creative Suite® 4 Production Premium

Before you choose—Consider getting Adobe Premiere Pro CS4, Adobe OnLocation CS4, and Encore CS4 as part of Adobe Creative Suite® 4 Production Premium software, which also combines Adobe After Effects® CS4, Photoshop® CS4 Extended, Soundbooth® CS4, and more.

Upgrade eligibility information

Use the following to clarify eligibility for upgrade SKUs.

To install an upgrade version of Premiere Pro® CS4 software, you must have an eligible older version of Adobe software. For information on eligibility, visit www.adobe.com/go/upgradeinfo.

Catalogs

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Short full-version description

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Short upgrade description

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Product highlights

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Achieve creative excellence—Maximize your creative options with powerful enhancements that help you bring new dimensions to your work. Achieve your vision with professional color correction, quick and precise multicam editing, and much more—all from within a familiar, customizable interface. Tap into a wealth of tutorials, stock footage, visual effects, and more to elevate your production quality, and connect to the creative community to share ideas. From acquisition to delivery, Adobe Premiere Pro CS4 offers tools that help you deliver excellent results.

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* This product may allow you to access certain features that are hosted online (“online services”), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit www.adobe.com.

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