

Adobe® Creative Suite® 4 Production Premium

The following copy blocks can be used in web pages, catalogs, print ads, or other promotional materials for Adobe® Creative Suite® 4 Production Premium software.

Websites

Catalogs

Print ads

Websites

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

Adobe® Creative Suite® 4 Production Premium tagline

Plan, create, and deliver anywhere with the intelligent post-production solution

Combines:

Adobe After Effects® CS4
 Adobe Premiere® Pro CS4
 Adobe Photoshop® CS4 Extended
 Adobe Flash® CS4 Professional
 Adobe Illustrator® CS4
 Adobe Soundbooth® CS4
 Adobe OnLocation™ CS4
 Adobe Encore® CS4

Product highlights

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

Work with the complete pre- and post-production solution—Create high-quality video and interactive productions and deliver them to virtually any screen with the complete pre- and post-production solution for Windows® and Intel® based Mac OS systems.

Take creative control—Produce engaging experiences using innovative new 3D workflows and enhanced editing, design, and compositing features, all brought together in an intuitive user interface.

Be more efficient—Make the most of your time with efficient workflows; effective, intelligent asset creation and management; and community and collaboration resources.

Deliver to virtually any screen—Easily output your final project to multiple formats for viewing on film, on air, online, and on device.

Information for upgrade SKUs

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

Short upgrade description

Realize your creative vision quickly and efficiently with the countless new features and enhancements for pre- and post-production in Adobe® Creative Suite® 4 Production Premium software.



Long upgrade description

Realize your creative vision with the countless new features and enhancements in Adobe® Creative Suite® 4 Production Premium software, including support for next-generation tapeless workflows, project intelligence with XMP metadata support, powerful speech recognition technology, enhanced integration, and more. These essential innovations and improvements combine to give you the most important benefit of all—more time to explore, create, and deliver compelling productions.

Top reasons to upgrade to Adobe® Creative Suite® 4 Production Premium

Powerful integration, including expanded Adobe Dynamic Link, for exceptional productivity—Work with unparalleled efficiency, so you have more time to craft your vision. For example, expanded Dynamic Link lets you link content between Creative Suite 4 Production Premium components, so you can see updates immediately without rendering.

Project intelligence with XMP metadata—Capture valuable XMP metadata from your camera, and accumulate key information throughout the production process for intelligent media management. Use new Speech Search technology in Adobe Premiere Pro and Soundbooth to turn spoken dialog into metadata, making it easy to find particular clips and make video assets searchable.

Direct-to-disk recording and tapeless workflows—Shoot footage directly to disk from non-file-based cameras with redesigned Adobe OnLocation™ CS4, which now runs natively on Windows® and Intel® based Mac OS systems. Import and natively edit a wide variety of tapeless formats—including RED One, P2, XDCAM, and AVCHD—without transcoding or rewrapping in Adobe Premiere Pro CS4.

Wide variety of output options—Deliver on film, on DVD and Blu-ray Disc, online, and on mobile devices with smooth efficiency to reach more audiences.

Collaboration with clients and colleagues*—Use the Adobe ConnectNow service to share project storyboards online before you shoot. Access improved Resource Central to find new assets, and quickly find news and inspiration in Bridge Home.

Editing efficiency with Adobe Premiere® Pro CS4—Utilize scalable, efficient, and flexible nonlinear video-editing capabilities and superior integration with other Creative Suite 4 components to tell your most compelling stories. New native support for tapeless workflows and more than 50 enhancements make the editing process more efficient.

Motion graphics and visual effects with Adobe After Effects® CS4—Be more productive: Searchable timelines and projects, easier navigation of nested compositions, expanded 3D compositing options including the ability to import 3D layers from Adobe Photoshop CS4 Extended, and the new Cartoon effect help you work more efficiently and open up new creative possibilities.

Industry-standard design with Adobe Illustrator® CS4 and Photoshop® CS4 Extended—Use an expanded set of creative options in Adobe Illustrator for designing static assets and creating storyboards, and take advantage of enhanced 3D support, Vanishing Point, and improved video support in Photoshop CS4 Extended to enhance your projects.

Interactive experiences with Adobe Flash® CS4 Professional—Work with a new animation model that makes Adobe Flash CS4 Professional easier to learn for new users, adds efficiency for proficient users, and provides even greater control for creating immersive interactive experiences.

Enhanced audio editing with Adobe Soundbooth® CS4—Create and arrange audio clips for your film, video, and interactive projects for Flash with more flexibility using convenient, task-based tools along with new multitrack audio project support.

Information for full-version SKUs

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

Short full-version description

Adobe® Creative Suite® 4 Production Premium software is a must-have solution for creative professionals who need to craft world-class video, audio, and interactive media—on air, online, on device, and invariably on deadline.

Long full-version description

Master the production challenges of today and tomorrow with Adobe® Creative Suite® 4 Production Premium software, a tightly integrated pre- and post-production toolset for Windows® and Intel® based Mac OS systems. Use it for video and audio editing, still and motion graphics, visual effects, and interactive media, as well as DVD, Blu-ray Disc, and mobile authoring.

Top reasons to buy Adobe® Creative Suite® 4 Production Premium

Complete pre-and post-production solution—Create and deliver high-quality video and interactive productions with tightly integrated software tools for pre- and post-production on Windows® and Intel® based Mac OS systems.

Creative control—Achieve exceptional creative control with all components. Produce engaging experiences by leveraging innovative new 3D workflows; enhanced editing, animation, and compositing features; a unified user interface that makes moving between components fluid; and robust output options.

Powerful integration for exceptional productivity—Work with unparalleled efficiency, so you have more time to craft your vision. For example, expanded Adobe Dynamic Link enables you to link content between components so you can see updates immediately without rendering.

Project intelligence with XMP metadata—Take advantage of the efficiency XMP metadata offers for project intelligence. For example, new Speech Search technology in Adobe Premiere Pro CS4 and Soundbooth CS4 speeds up the editing process by using metadata to turn spoken words into searchable metadata, making it easy to find particular clips and make video assets searchable.

Wide variety of output options—Deliver on film, on DVD and Blu-ray Disc, online, and on mobile devices with smooth efficiency to reach more audiences.

Motion graphics and visual effects with Adobe After Effects® CS4—Be more productive with a host of enhanced features in Adobe After Effects CS4. Searchable timelines and projects, expanded 3D compositing options, included Mocha for Adobe After Effects software, and numerous interface enhancements streamline almost everything you do.

Editing efficiency with Adobe Premiere® Pro CS4—Take advantage of scalable and flexible nonlinear video-editing capabilities to tell your most compelling stories. New native support for tapeless workflows and more than 50 enhancements in this release help make the editing workflow more efficient.

Direct-to-disk recording with Adobe OnLocation™ CS4—Bypass the time-consuming capture process by shooting directly to disk, and monitor the quality of your footage using an impressive array of production tools. Featuring a completely redesigned interface, Adobe OnLocation CS4 now runs natively on both Windows and Intel based Mac OS systems.

Interactive experiences with Adobe Flash® CS4 Professional—Work with a new animation model that makes Adobe Flash CS4 Professional easier to learn for new users, adds efficiency for proficient users, and provides even greater control for creating immersive interactive experiences.

Industry-standard design with Adobe Photoshop® CS4 Extended—Edit images and video with an expanded set of creative options. Work directly with 3D models, and take advantage of new video layer enhancements. Plus, the new Adjustment and Masks panels provide quick access to tools you need to adjust color, tone, and selections of your images.

Production planning with Adobe Illustrator® CS4—Design project elements and storyboards for your productions. Create multiple art boards in a single file, and work with enhanced gradient tools.

Enhanced audio editing with Adobe Soundbooth® CS4—Create and arrange audio clips in film, video, and interactive projects with greater flexibility. Easily edit audio in Flash CS4 Professional projects in Soundbooth CS4 using convenient, task-based tools along with new multitrack audio project support.

Collaboration with clients and colleagues*—Access the Adobe ConnectNow service to share project storyboards online with up to three people before you shoot. Use Adobe Encore® CS4 to output SWF file versions of your dailies to post online. Expedite review cycles with the Adobe Clip Notes feature in Adobe Premiere Pro and After Effects, which enables you to embed video into a PDF file and then import timecode-specific comments to the timeline. Access improved Resource Central to find new assets, and quickly find news and inspiration in Bridge Home.

Upselling to Adobe® Creative Suite® 4 Master Collection

Before you choose—Consider Adobe Creative Suite 4 Master Collection software, which combines everything in Production Premium plus Adobe InDesign® CS4, Acrobat® 9 Pro, Dreamweaver® CS4, Fireworks® CS4, and Contribute® CS4.

Upgrade eligibility information

Use the following to clarify eligibility for upgrade SKUs.

To install an upgrade version of Creative Suite 4 Production Premium components, you must have an eligible older version of Adobe or Macromedia 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

Realize your creative vision quickly and efficiently with the countless new features and enhancements for pre- and post-production.

Product highlights

Use these product highlights in catalogs when space permits.

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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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