



Adobe Creative Cloud

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Top 10 Reasons to use Adobe Premiere Pro CC

Edit video with greater speed and precision with Adobe Premiere Pro CC, the industry leading nonlinear editing application. Offering a clean, easily customizable interface and native support for a huge range of file formats, Premiere Pro CC lets you move through projects faster and deliver your best work, even on the tightest deadlines.

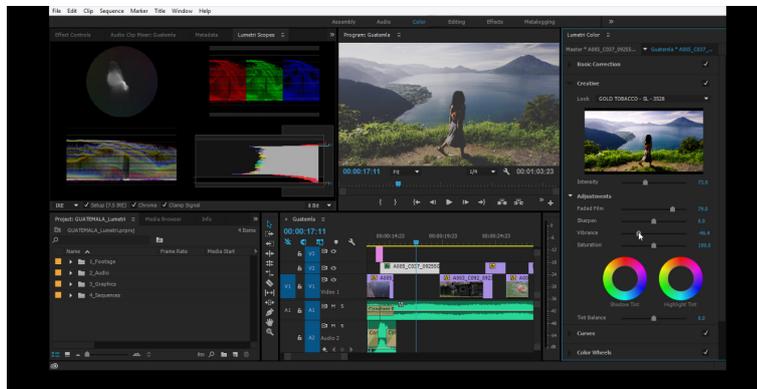
1. Gain greater efficiency with deep Adobe integration

Premiere Pro CC is deeply integrated with other Adobe Creative Cloud applications, so you can easily move assets between After Effects CC, Photoshop CC, Illustrator CC, Audition CC, Prelude CC, and Adobe SpeedGrade CC. Share assets like looks and graphics between projects, among team members and across Adobe applications for easier access and collaboration with Creative Cloud Libraries. Powerful color tools in the Lumetri Color Panel enable stunning color work right inside the NLE, while Direct Link creates a seamless color-grading pipeline between Premiere Pro and SpeedGrade. Dynamic Link allows you to move seamlessly from Premiere Pro to After Effects or Audition without the need for time consuming intermediate renders and exports. Import Photoshop and Illustrator files with layers and automatically match the frame size and aspect ratio of an Premiere Pro project when creating new content.

2. Use intuitive, precise and customizable editing tools

Edit your way with customizable keyboard shortcuts as well as presets for common NLE keyboard shortcut layouts. Trimming and editing tools give you more precision and control while you edit efficiently on an intuitive timeline with track targeting. Dupe-detection markers, through-edit indicators, and clear labels to show start/end of media provide critical information at a glance.

Source sequences can be edited into other sequences without nesting, retaining all of their component tracks and clips. Speed up your workflow with handy tools, such as Paste Attributes for copying effects from one clip to another.



3. Comprehensive format support for up to 8K, RAW and mezzanine codecs

Skip time-consuming transcoding and rewrapping processes when working with almost any digital format. Premiere Pro CC leads the industry with native support for virtually all of the major video, image, or audio formats. Extensive native media support lets you get to work right away, no matter which device your footage is coming from, whether it's a broadcast camera, high-end digital device shooting RAW, mobile device, action camera, DSLR, or almost any other source. Industry-standard mezzanine codecs, including GoPro CineForm, are built right in with Premiere Pro. Edit across platforms using Apple® ProRes (encode on Mac OS X only). Support for encoding and decoding MXF-wrapped Avid DNxHD and DNxHR files is available on both Mac and Windows®. Support for encoding and decoding MXF-wrapped Avid DNxHD and Ultra High Definition (UHD) formats such as DNxHR, HEVC (H265) and OpenEXR files is available on both Mac and Windows®.

4. Stunning color workflows

Work with deeply integrated creative tools to manipulate color and light in new and innovative ways, all the way through the editing process, without leaving the application. Premiere Pro introduces brand new color tools - combining SpeedGrade and Lightroom technologies - that allow editors to apply simple color corrections or complex Lumetri Looks using easily accessed, intuitive sliders and controls. Bring your project into SpeedGrade via Direct Link to make additional refinement. When working with After Effects, all the color work you do with the Lumetri engine in Premiere Pro passes perfectly through via Dynamic Link.'

5. Mobile, Desktop & Touch workflows

Capture and assemble video wherever inspiration strikes you using Adobe Premiere Clip, then step up to the full creative power of Adobe Premiere Pro. Clip projects open directly in Premiere Pro. For those using touch screens, some of the most used editing functions like scrubbing, marking I/O, trimming, adding edits, and dragging and dropping clips to the timeline can be achieved through touch/gestural control on a Microsoft Surface Pro, any Windows 8 tablet or with an Apple track pad.

6. Get industry-leading performance with Adobe Mercury Playback Engine

The Mercury Playback Engine in Premiere Pro delivers an amazingly fluid, real-time editing experience. Premiere Pro supports the CUDA on NVIDIA hardware, and OpenCL on AMD and Intel IRIS architectures delivering extreme performance for tackling the most demanding projects. The Mercury Playback Engine also offers great performance in software-only mode, and Mercury Transmit allows you to integrate with a multitude of third party IO devices. And because the Mercury Playback Engine leverages all of your system's resources, it accelerates rendering and encoding, reducing the time required to deliver content to your clients.

7. Import and export from Avid Media Composer and Final Cut Pro

With an open approach and broad format support in Premiere Pro, import or export Avid or Final Cut Pro projects with a high degree of accuracy. AAF import from Avid systems gives you high fidelity and support for a wide range of video formats, including DNxHD. AAF video mix-down and significantly improved AAF export functionality for a more streamlined workflow with DAWs. To speed your editing, choose only the sequences you want when exporting to XML or AAF.

8. Get enhanced audio control and performance

Take control of your sound with powerful built-in mixing capabilities. Get hands-on with an audio control surface for precise control. A host of real-time audio effects allow for even better sounding projects. Use Dynamic Link with Audition to seamlessly move your project to dedicated audio platform with no need for intermediate video rendering. Need more effects? You can use third-party VST3 plug-ins. On the Mac, you can also use Audio Units (AU) plug-ins. The integrated ITU Loudness Radar from TC Electronic makes it easy to ensure that all your deliverables comply with new broadcast standards.

9. Powerful multicam editing

Adobe Premiere Pro CC multicam editing allows you to work with as many cameras as you have on your shoot. Get to work quickly by creating multicam source sequences from clips directly in the Project panel and sync entire bins of footage all at once using a variety of synchronization tools including audio. Easily turn angles on and off or rearrange angles and even mix frame rates and codecs in the same sequence.

10. Access sync settings and exclusive training via Adobe Creative Cloud

The creative tools you use today for video production work will just keep getting better. With your Creative Cloud membership, you get access to every new feature upgrade as soon as it is available—at no additional cost. Use the new Sync Settings feature in Premiere Pro to synchronize your preferences, including keyboard shortcuts and workspaces, across multiple computers. A rich library of tutorials from Adobe and industry-leading partners helps you learn new tools and techniques fast.

For more information
[www.adobe.com/products/
premiere/switch](http://www.adobe.com/products/premiere/switch)



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