Switching to Adobe® Premiere® Pro CS6

Adobe Premiere Pro CS6 includes:
Adobe Premiere Pro CS6
Adobe Encore® CS6
Adobe Media Encoder CS6

Adobe Premiere Pro CS6 is also available with an Adobe Creative Cloud™ subscription and as a component of Adobe Creative Suite® 6 Production Premium and Adobe Creative Suite 6 Master Collection.

Adobe Creative Suite 6 Production Premium combines:
• Adobe Premiere Pro CS6
• Adobe After Effects CS6
• Adobe Photoshop CS6 Extended
• Adobe Audition CS6
• Adobe SpeedGrade CS6
• Adobe Prelude CS6
• Adobe Illustrator CS6
• Adobe Encore CS6
• Adobe Flash® CS6 Professional
Additional components:
• Adobe Dynamic Link
• Adobe Media Encoder CS6
• mocha for After Effects
• Adobe Bridge CS6

With Adobe Premiere Pro CS6 software, you can craft stories more efficiently, enjoy blazingly fast performance, save time by integrating with Adobe After Effects® and Adobe Photoshop®, and get enhanced project exchange with Final Cut Pro 7 and Avid NLEs. Edit virtually any video format without transcoding thanks to broad native file-based and DSLR camera support. Work in familiar ways with widely accepted, customizable NLE shortcuts and precise editing tools. Switching to the enhanced video-editing power of Adobe Premiere Pro CS6 is now easier than ever.

Top 10 Reasons to switch to Adobe Premiere Pro

1. Boosted efficiency with unparalleled Adobe integration

Adobe Premiere Pro is deeply integrated with other Adobe Creative Suite 6 Production Premium components, so you can effortlessly move assets between it and Adobe After Effects, Adobe Photoshop Extended, Adobe Illustrator®, Adobe Audition®, Adobe Prelude™, and Adobe SpeedGrade™ software. Adobe Dynamic Link saves you valuable time by eliminating the need for intermediate renders, enabling you to exchange assets and open sequences in Encore and After Effects, where changes made in Adobe Premiere Pro are automatically reflected in the other program and vice versa.

Maximize efficiency when incorporating still images into video production. Import native Adobe Photoshop and Illustrator files complete with layers in Adobe Premiere Pro. Instantly edit Adobe Premiere Pro stills in Photoshop, and then automatically match the frame size and aspect ratio of an Adobe Premiere Pro project (even in HD) when creating new files. Get even better image fidelity thanks to support for Adobe Photoshop blend modes.

2. Broad support for file-based and DSLR footage

Skip time-consuming transcoding and rewrapping processes when working with file-based and DSLR footage. Adobe Premiere Pro CS6 leads the industry with native support for virtually all of the major video, image, or audio formats, including DV, HDV, P2, DVCPRO HD, AVCHD, AVC-Intra, XDCAM, and DPX. Edit native footage from ARRI Alexa, RED Scarlet-X, RED EPIC, and Canon EOS C300 cameras, as well as DSLR footage from the Canon 5D Mark II, 1D X, 7D, and 60D cameras, Nikon D4, D90, D800/D800E , D3100, D7000 cameras, and more. When importing and editing Apple ProRes and MOV files captured by Canon 5D and 7D cameras, get full access to clip metadata. No transcoding, rewrapping, or logging and transferring are required.

Easily stabilize shaky handheld footage or lock a shot automatically with the powerful Warp Stabilizer. Remove jitter, rolling shutter artifacts, and other motion-related irregularities associated with footage shot with small-format, handheld cameras.

3. Industry-leading performance and stability from the Adobe Mercury Playback Engine

The Mercury Playback Engine in Adobe Premiere Pro CS6 delivers an amazingly fluid, real-time editing experience. Adobe Premiere Pro CS6 requires a 64-bit operating system and works hand in hand with supported NVIDIA® or AMD** graphics cards for a GPU-accelerated, 32-bit color pipeline. Support for new NVIDIA Maximus™ dual-GPU configurations delivers extreme performance for tackling the most demanding workflows. The Adobe Mercury Playback Engine also offers phenomenal performance in software-only mode. 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. With the new uninterrupted playback feature in

Adobe Premiere Pro CS6, the Mercury Playback Engine supports real-time effects adjustments during playback. And when using external monitors, you'll get full-screen playback while maintaining all the real-time performance benefits of the Mercury Playback Engine, thanks to third-party I/O hardware integration through Adobe Mercury Transmit.

4. Cross-platform, interoperability with Final Cut Pro and Avid software
With an open approach and broad format support in Adobe Premiere Pro, you can collaborate more efficiently with colleagues by easily importing and exporting projects regardless of format. Perform roundtrip editing with content from Apple Final Cut Pro, Avid Media Composer, and Avid Pro Tools software.

5. Streamlined encoding with Adobe Media Encoder
Reach audiences wherever they are and on whatever device they use to watch video content. Batch encode in the background to a broad selection of formats, including web, mobile device, and video standards, using the streamlined, 64-bit Adobe Media Encoder. Customizable presets simplify your encoding workflow.

Deliver DVDs, high-definition Blu-ray Discs, and interactive web DVDs with 64-bit Adobe Encore, included with Adobe Premiere Pro.

6. Intuitive, precise editing tools
Edit the way you want to with widely accepted, customizable NLE keyboard shortcuts and powerful, intuitive trimming and editing tools that give you more precision and control. Save time with dual-system sound support, fine-tune your edits using a keyboard-driven workflow to trim on the fly during looped playback, and edit stereoscopic 3D content thanks to world-class integration with Cineform Studio.

7. Real-time color correction and color grading with superior color fidelity
Adobe Premiere Pro CS6 offers powerful new options for taking control over the color in your footage, including the newly redesigned Three-Way Color Corrector effect and, for tackling more demanding color grading tasks, the ability to integrate with Adobe SpeedGrade CS6 software. Adobe Premiere Pro delivers greater color precision, variety, and control with 8-bit, 16-bit, and 32-bit floating point color; offers better YUV to RGB conversion; and provides higher color fidelity in its Program and Source Monitors than Final Cut Pro (which is suitable for rough color grading only).

8. Smooth transitions to Adobe Premiere Pro
Work in familiar paradigms with a greatly enhanced, intuitive, and customizable interface, Final Cut and Avid keyboard shortcuts, and over 50 enhancements designed to make editors switching NLEs feel at home in Adobe Premiere Pro. Get up to speed quickly with free Adobe TV tutorials and Community Help.

9. Editing and production efficiencies from powerful metadata features
Add intelligence to your assets using innovative new metadata features that make editing easier. Easily turn spoken dialogue into a timecode-accurate metadata transcript that lets you quickly jump to or edit a specific segment of footage based on dialogue keywords. Use Face Detection technology to quickly locate clips containing human faces, giving you another way to find areas where dialogue is typically spoken. The ability to integrate with Adobe Prelude helps jump-start your edits by allowing you to create rough cuts, add searchable temporal markers and comments to your clips that flows directly into Adobe Premiere Pro when you import them. When finished projects are delivered online, metdata makes it easier for your audience to find your content via search engines.

10. Dramatically enhanced multicam support
Adobe Premiere Pro CS6 offers expanded multicam support, effectively allowing 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 get a more fluid editing experience thanks to powerful new enhancements.