

# Adobe® Encore™ DVD

## New Product Highlights

### Creative authoring for professional DVD production

Adobe Encore DVD software takes DVD authoring to a new level of creativity and efficiency. Through its flexible interface and unparalleled integration with Adobe Premiere®, Photoshop®, and After Effects®, Adobe Encore DVD gives professional videographers, DVD authors, and independent producers the power to create sophisticated, multi-language DVDs with interactive menus, multiple audio tracks, and subtitle tracks.

As the demand for DVD output increases, videographers need to create professional-level DVD productions. When working with DVD authoring applications in the past, video professionals had to master the technicalities of the DVD format, leaving less time for creative expression. To add to the challenge, lack of industry-standard recordable DVD formats often resulted in inconsistent playback.

With Adobe Encore, you can produce consistent, high-quality results, and output to all recordable DVD formats for the widest degree of playback compatibility. The powerful tools and creative flexibility of Adobe Encore let you meet increasing demand for DVD output, while differentiating your DVD productions.



## Adobe Encore DVD offers three significant benefits

**Professional DVD authoring tools**—Adobe Encore provides a comprehensive, integrated set of professional-level tools—all featuring the familiar Adobe interface—for designing interactive DVD titles. Achieve the results you desire with integrated text design tools. Assemble video, audio, and subtitles with precision using a sophisticated timeline interface. Ensure reliable playback. Adobe Encore supports all recordable DVD formats. Unparalleled integration with Adobe Premiere, Photoshop, and After Effects optimizes your workflow efficiency. Throughout the production of your DVD title, you can further polish the elements in your project using award-winning tools from Adobe—Adobe Premiere for video, Photoshop for still menus, and After Effects for motion menus. No matter how you use DVD to enhance your video productions, Adobe Encore lets you produce professional-quality results.

**Streamlined workflow for DVD authoring**—Adobe Encore offers integrated transcoding that automatically converts video and audio source files in a variety of formats to MPEG-2 video and Dolby Digital audio. You save time and can work with a variety of source files. Adobe Encore DVD allows you to create menus in Photoshop (PSD) format, greatly increasing your productivity. Edit a menu in Photoshop, and any changes are reflected globally throughout your project—without having to re-render and re-import the asset.

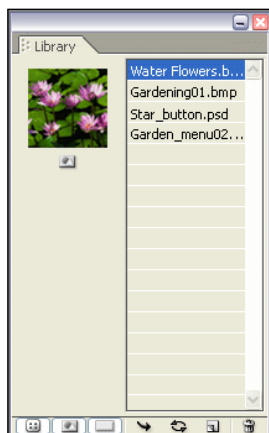
**Creative DVD production**—Whether you're producing music videos, documentaries, commercials, or other projects, you want to express your ideas as artistically as possible. With Adobe Encore, the creativity doesn't stop when the DVD authoring begins. Full integration with Photoshop lets you start developing menus in either Photoshop or Adobe Encore. Then launch Photoshop from within Adobe Encore for detailed editing, leveraging all of the powerful tools of the world's leading image-editing solution. With Adobe Encore, you can elevate DVD production to an art form.

## Professional DVD Authoring Tools

**Integrated text design and editing tools**—Enter text by typing directly into the menu editor. Text within menus can be edited throughout your project, so you can design text or correct typographical errors within Adobe Encore. Integrated features let you style and align text using many of the same powerful text design tools found in Photoshop.



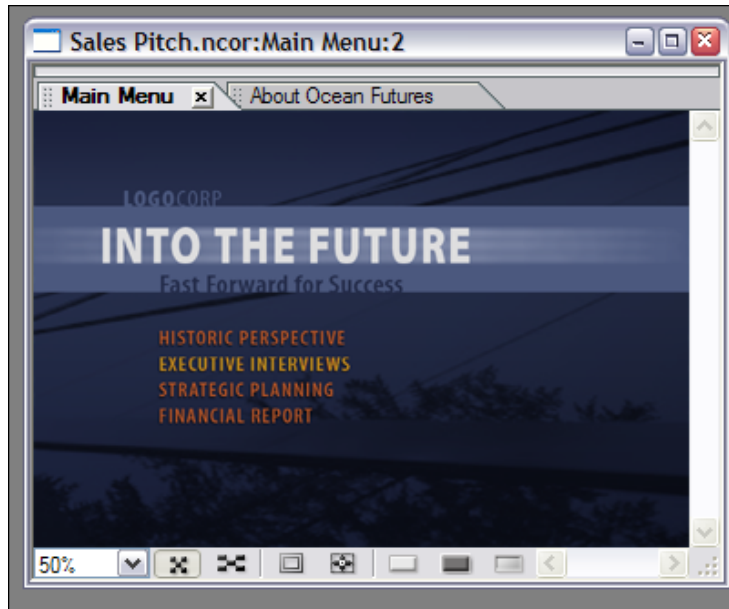
**Customizable library palette**—The Library palette gives you immediate access to your most commonly used button and background designs. Easily produce custom button styles and save them to the palette for reuse. Add new styles to the palette by dragging buttons from the menu editor. Or, import a Photoshop file containing button styles.



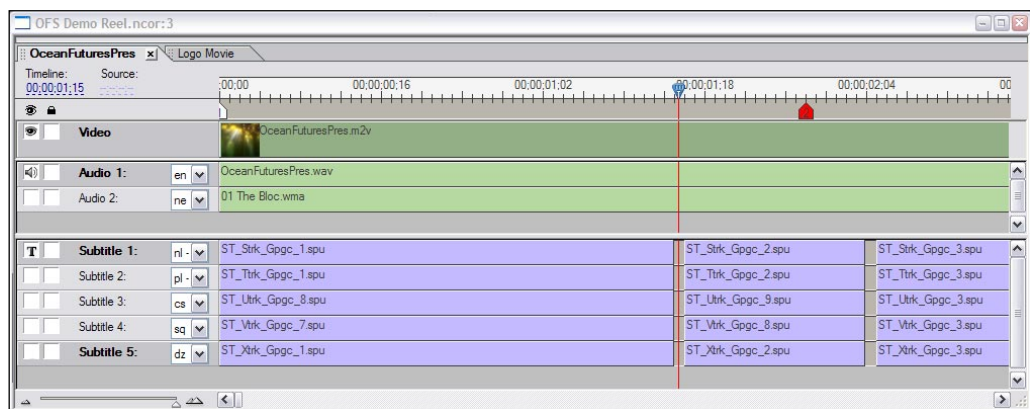
**Precise layout tools**—Use comprehensive layout and alignment tools similar to those found in Adobe Illustrator and Adobe InDesign to ensure that buttons and other menu elements are evenly spaced and consistent across multiple menus.

**Intelligent image control**—Incorporate images by dragging them onto a menu. You can move and resize them to make them part of a background. Or, turn images into buttons easily by adding links to any part of your project. If you use an image from a linked video on a button, the image is automatically updated when you change the link.

**Pre-designed menu styles**—Get a jump-start on projects. Adobe Encore includes a wide variety of pre-designed menu and button styles with motion and still backgrounds. Customize predefined styles and backgrounds to create your own look.



**Familiar timeline, optimized for DVD production**—Author DVDs with precision and ease using a familiar timeline interface, optimized for combining video, audio, and subtitles. Become productive immediately—the Adobe Encore DVD timeline works similarly to the timeline in Adobe Premiere.



**Multiple audio and subtitle tracks**—Work with up to eight audio tracks and 32 subtitle tracks for generating DVD titles with multiple languages. Lock tracks to prevent unwanted alterations.

**Flexible subtitle creation**—Add subtitles by importing a file with time code points and text. Or, type subtitles directly over video in the Monitor window. Format subtitles using the same powerful text design tools available in the Menu Editor.

**Powerful navigation controls**—Use a simple, intuitive interface to link buttons to any destination in your project. Add end actions to menus or timelines to control the DVD player's navigation when the menu or timeline finishes. Change the current audio or subtitle stream using a button or end action.

**Flexible DVD mastering**—Achieve the widest degree of playback compatibility. Adobe Encore DVD supports all recordable DVD formats when creating DVD titles, including DVD-R/RW, DVD+R/RW, and DVD-RAM.

**Integrated project preview**—Check your project's playback before you make a disc. The built-in Project Preview in Adobe Encore DVD simulates the behavior of a real DVD player. Adobe Encore lets you start playback from any point in your project so you can check any section quickly and easily.



**Replication and copy protection**—Adobe Encore DVD supports creation of DLT masters in DDP format. Use advanced replication features such as dual layer, region coding, and copy protection (CSS and APS).

## Streamlined Workflow for DVD Authoring

**Integrated video and audio transcoding**—Work with a variety of source files including AVI, MPEG-1, and MPEG-2 files. Integrated transcoding functionality in Adobe Encore DVD automatically converts video source files to MPEG-2 and audio to Dolby Digital, so you can begin working with files immediately.

**Optimized compression**—Focus on the creative aspects of DVD title creation rather than technicalities such as bit rates. Integrated transcoding in Adobe Encore DVD optimizes file compression automatically. You also have the flexibility to change settings manually.

**Unparalleled Photoshop integration**—Work in either Adobe Encore or Photoshop for initial menu creation. All buttons, text, and other menu items created in Adobe Encore are automatically stored in layer sets in a corresponding Photoshop file. Or, use Photoshop to generate menus, name the layer sets, and bring them into Adobe Encore as-is, with all effects intact. Edit menus by launching Photoshop from within Adobe Encore. The changes automatically appear globally throughout your project. You can edit menus until the last minute without flattening or re-rendering files—Adobe Encore displays your changes exactly as Photoshop would.

**Integration with Adobe Premiere**—Use AVI files from Adobe Premiere with ease. Generate up to 99 frame-accurate chapter points for your projects. Set marker points in Adobe Premiere and export your project to Adobe Encore DVD. Adobe Encore recognizes the markers and creates chapters automatically, preserving the names from Adobe Premiere. Launch Adobe Premiere from within Adobe Encore to edit a video file; the changes automatically appear in your project.

**System Requirements**

- Intel® Pentium® 4
- Microsoft® Windows XP Professional or Windows XP Home Edition
- 256 MB of RAM or more
- 2 MB of available hard-disk space required for installation (10 GB or larger hard disk recommended for ongoing work)
- Supported DVD burner

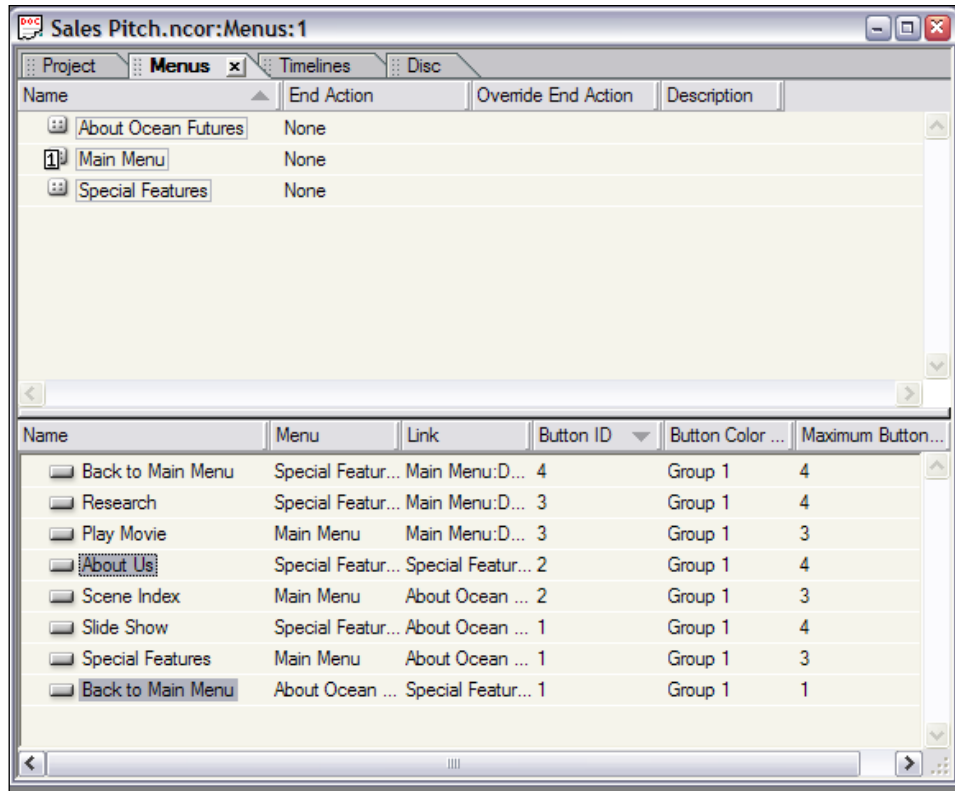
**Expected Ship Date**

Third Quarter 2003

**Estimated Pricing in the**
**United States**  
 US\$549

**Integration with Adobe After Effects**—Bring After Effects AVI files into Adobe Encore to create motion menu loops or transition timelines between menus. Edit the original project in After Effects. When you import the edited After Effects AVI file, Adobe Encore recognizes the changes and updates your project automatically.

**Efficient project management**—Organize your projects efficiently. Adobe Encore provides a unique way of displaying menus, buttons, and chapters that lets you track your project's structure with ease. Sort and find specific elements, then apply changes globally in a single click. Locate orphaned elements and broken links using the integrated Find feature.



## Creative DVD Production

**Menus in PSD format**—Design exceptional imagery within Adobe Encore DVD, or import Adobe Photoshop files for your DVD graphical elements. When you create menus in PSD format using Adobe Encore, you can launch Photoshop from within Adobe Encore to edit text, effects, or other aspects of your menus; the changes are automatically reflected in your project. Save steps in your workflow and experiment more freely because you no longer need to flatten Photoshop layers or render layer effects, blends, or text to see the results of your work.

**Flexible, creative workflow**—Free yourself from the repetitive tasks of DVD authoring with Adobe Encore DVD. Begin working with source files immediately using the powerful creative tools available in Adobe Encore as well as those in Adobe Premiere, After Effects, and Photoshop. Only Adobe Encore DVD gives you an integrated DVD authoring environment comprised of award-winning digital video, image editing, and motion graphics software from Adobe.