

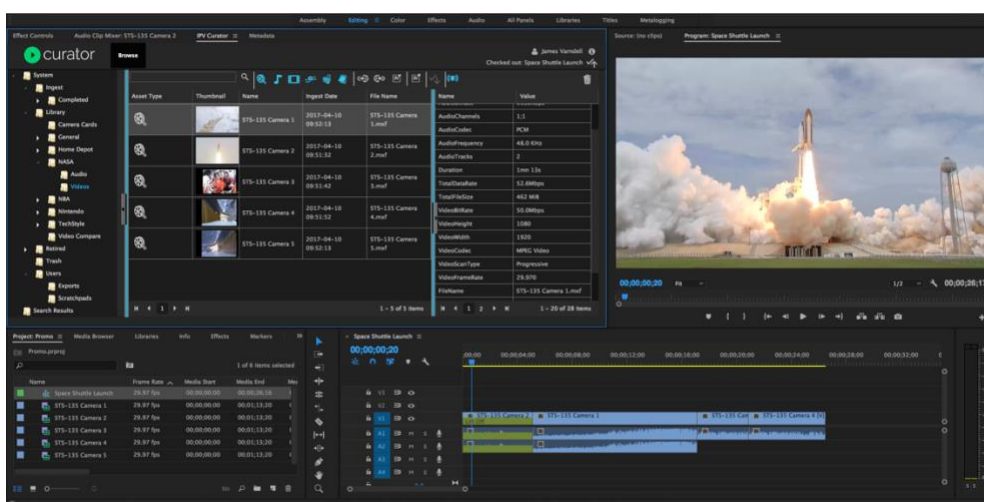
Curator for Adobe: Solution Brief



Curator for Adobe extends Adobe Premiere Pro CC and After Effects CC. It allows your editors to create a managed production, edit on streaming proxies, use metadata tags and conform their final sequence all through Curator, enhancing their creative workflow.

With Curator for Adobe you can:

- Check out productions across multiple versions and check them in as a new version with a comment.
- Search and discover content directly from your Adobe app, including collections of content created by producers or edit assistants.
- Stream Curator proxies directly into their timeline allowing you to work remotely or from standard office computers without waiting for proxy or hi-res files to download.
- Switch between Curator proxies and high resolution assets as needed.
- Combine with Curator Logger to see live markers appearing on the timeline as they're created by Logger users.
- Export finished sequences and compositions from Premiere Pro or After Effects. These can be processed either locally or remotely as a managed, prioritised and fully tracked job.



- Creative agencies use Curator for Adobe to work globally, so they can both maintain brand consistency whilst work is in progress, and share finished content securely with their clients. Curator makes content much easier to find by using a brand, product and campaign structure.
- Sports production companies use Curator for Adobe when working at speed to create highlights reels and promos, taking advantage of live markers to identify key material fast. For example, one Curator customer is publishing 4000 promos per week.
- Educational institutions use Curator for Adobe to create content for their learners and publish to online platforms. We've seen customers increase their output by 50% by using Curator for Adobe.

What's new in Curator for Adobe:

Collections

Our new Collections feature is a perfect example of the benefits of linking Curator to Adobe apps. In Curator Clip Link, producers, editors and edit assistants can now find and select assets and add them to a Collection so they can be used in an Adobe project. Collections are great for grouping together content shot from multiple angles in a sports production context - or for producers selecting clips to be used in an edit for a brand promotion.

Project Versioning

Project Versioning allows your editors to store multiple versions of a project, rather than just the last one. When you submit a version, you can add a comment to ensure that everyone knows who created it, and why. This feature is designed to facilitate collaboration, especially when users aren't co-located. It helps editors to avoid conflict and duplication of effort, and producers to maintain an overview of where resources are being used.

Export from After Effects

It's now possible to export a composition straight from After Effects using a local machine, or remotely as a job managed by Curator. This means that your team members don't need to be in the same place as your organization's high-resolution content, which is great if you have globally located offices.

Why Curator for Adobe?

We know that there are other products which help users to collaborate on their Adobe projects, but Curator for Adobe offers much more than simple check-in and check-out functionality. Curator links Adobe projects to actual content, so editors working on a team project will always have access to the assets they need, making global collaboration much easier.

Interested? Contact IPV for a discussion of your requirements or a no obligation demonstration.