

For Immediate Release

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Adobe Premiere 4.2 for Macintosh and Power Macintosh Now Available

Mountain View, Calif. (October 20, 1995) (Nasdaq: ADBE) — Adobe Systems Incorporated today announced the availability of Version 4.2 of Adobe Premiere™ for Macintosh®, an update to the leading non-linear digital video editing program. Version 4.2 integrates Adobe's new CD-ROM Movie Maker Plug-in, adds QuickTime® 2.1 and Adobe Type Manager™ (ATM™) Version 3.8.3 and improves performance on Power Macintosh® computers with Power Macintosh-native Sound Manager 3.1. In addition, the Deluxe CD-ROM includes Specular LogoMotion™, a 3D logo software program from Specular International, Ltd. for animating text and logos in QuickTime, PICS and numbered PICT files. Adobe is also including sample files and documentation in the Adobe™ Portable Document Format (PDF).

“With version 4.2, Adobe has taken the direction that stability is more important than new features and has made Premiere very robust,” said Glen Janssens, partner, e•Motion Studios, in Sausalito, Calif. “We can actually use Premiere effectively as an off-line tool, and in some cases, as an on-line tool. To us, that sort of commitment to stability, as well as the integration with After Effects and other Adobe products, is really good to see. It speaks well for digital video at Adobe and speaks well about the future of Premiere.”

New Features

CD-ROM Movie Maker Plug-in

This new plug-in allows CD-ROM developers to optimize movies for CD-ROM from directly within Adobe Premiere, eliminating the need for a third-party utility. Multimedia developers can now use Adobe Premiere software to capture, edit and compress movies for smooth playback at low data rates. The CD-ROM Movie Maker Plug-in also lets users:

- Limit and smooth a movie's data rate for improved playback;
- Crop and filter movies to resize and reduce noise;
- Build CD-ROM optimized movies in batches;
- Generate a specific color palette to optimize playback on 8-bit systems or attach an existing optimized palette;

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- Set keyframes at markers or edits to increase image quality and speed of interactivity;
- Batch-process a series of CD-ROM movies or projects, and
- Troubleshoot movies with a new data rate analysis tool.

In addition to the newly integrated CD-ROM Movie Maker, Adobe Premiere 4.2 provides:

- Faster response time when working on projects with many clips.
- Improved timecode support allowing users to specify timecode in the Construction Window and output that timecode to Edit Decision Lists (EDLs) or to the QuickTime timecode track for synchronization with external devices.
- New tools and shortcuts in the Construction Window
- A custom-built Transition Window that can display only user-specified transitions.
- Horizontal resizing in the Batch Capture Window; drag and drop to other Batch Capture Windows or to the Movie Capture Window.
- New audio filters such as downsample and pan and swap left and right.
- QuickTime 2.1 with the multimedia tuner integrated; improved system stability; memory manager.
- Fully Power Macintosh-native Sound Manager 3.1 for better audio performance

Price and Availability

Adobe Premiere 4.2 for Macintosh is available immediately from Adobe Authorized Resellers at a suggested retail price of \$795. Registered users of Adobe Premiere 4.x for Macintosh will automatically receive a free CD-ROM version of the application, together with an offer to purchase the Deluxe CD-ROM for \$29. The Deluxe CD-ROM includes Specular LogoMotion software, a \$179 retail value. Registered users of versions earlier than 4.0 may upgrade to the Version 4.2 on Deluxe CD-ROM for \$149. Customers who purchased Adobe Premiere 4.0.1 for Macintosh after September 18, 1995, will receive a free Deluxe CD-ROM upgrade with Specular LogoMotion. For more information, customers may call 1-800-833-6687 or check Adobe's World-Wide Web site at <http://www.adobe.com>.

System Requirements

Minimum system requirements for Adobe Premiere 4.2 software include a 680x0-based Macintosh computer with 4 megabytes of application RAM or a Power Macintosh with 6 megabytes of application RAM, an 80-megabyte hard drive and a CD-ROM drive, System Software 7.0 or greater, and QuickTime 1.6.1 or greater (Adobe Premiere 4.2 for Macintosh ships with QuickTime 2.1). For optimal performance, Adobe recommends QuickTime 2.1, 6 to 20 megabytes of application RAM, a color monitor, a QuickTime capture card and a 500-megabyte or greater hard drive.

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Adobe Systems Incorporated, founded in 1982, is headquartered in Mountain View, California. Adobe develops, markets and supports computer software products and technologies that enable users to create, display, print and communicate electronic documents. The company licenses its technology to major computer, printing and publishing suppliers, and markets a line of applications software and type products for authoring visually rich documents. Additionally, the company markets a line of powerful, but easy to use, products for home and small business users. Adobe has subsidiaries in Europe and the Pacific Rim serving a worldwide network of dealers and distributors. Adobe's 1994 revenue was approximately \$598 million.

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