

NVIDIA GPUs Power Latest Adobe Creative Cloud Enhancements for Video Professionals

Adobe Premiere Pro CC Adds New Real-Time RED Camera 4K Playback and Debayering on NVIDIA GPUs for Ultra-Fast Video Editing Workflows

LAS VEGAS, NV -- NAB 2014 -- NVIDIA (booth SL 6825) today announced its GPUs are powering the upcoming releases and new GPU-accelerated features of [Adobe® Creative Cloud™](#) video applications, such as Adobe Premiere Pro® CC, Adobe After Effects® CC, SpeedGrade CC, Adobe Media Encoder (AME), and Adobe Anywhere. The upcoming releases were revealed by Adobe at the National Association of Broadcasters (NAB) Show.

NVIDIA's GPUs are a "must-have" tool for Adobe video professionals -- enabling the fastest performance across the widest range of Creative Cloud applications, whether working in HD or 4K, desktop or mobile, workstation or cloud. [NVIDIA and Adobe have engaged in a long-standing effort to develop unmatched GPU-accelerated features](#) designed for professional Video Editors, VFX artists and Colorists.



The latest version of Adobe Premiere Pro CC will add a significant speed and efficiency improvement to 4K workflows by enabling GPU debayering for real-time RED Camera media 4K playback on NVIDIA GPUs. Before this new GPU feature was added, Adobe Premiere Pro CC editors needed an additional dedicated RED ROCKET card. Fast GPU debayering is a boon for video editors, adding more choices for fluid video workflows while managing costs.

Additionally, the latest version of Adobe Premiere Pro CC offers new GPU-accelerated Mercury Playback Engine features for real-time playback, including Master Clip Effects to enable all changes to be applied to sub-clips, as well as Feathered Masking for automatic image tracking. These new GPU-powered features add to the growing list of GPU optimizations within Adobe Premiere Pro CC and throughout Adobe Creative Cloud applications.

Other key NVIDIA GPU-driven benefits for video editors using Adobe Creative Cloud include:

- **NVIDIA GPU Optimization for Mac**
CUDA performance optimizations for NVIDIA-accelerated Macs provide up to 30% faster Adobe Premiere Pro CC performance vs. an out-of-the-box configuration.*
- **Adobe Anywhere**
Adobe Anywhere's remote streaming and Mercury Playback Engine benefit from GPU-acceleration and exclusive support for NVIDIA Tesla-based server solutions.
- **SpeedGrade CC**
GPU acceleration throughout SpeedGrade CC, includes the Lumetri Deep Color Engine for seamless color grading workflows between SpeedGrade and Adobe Premiere Pro CC.
- **Adobe After Effects CC**
Exclusive NVIDIA GPU-accelerated 3D ray tracing in Adobe After Effects CC provides ultra-fast interactive 3D motion graphics performance. 3D ray tracing is based on NVIDIA's OptiX application acceleration engine.
- **Adobe Media Encoder CC**
Integrated GPU-accelerated Mercury Playback Engine speeds rendering tasks like scaling, pixel format conversions, and de-interlacing. It also speeds image processing output, such as watermarks and Lumetri "Looks."

"Video pros are constantly looking for speed, efficiency and a better interactive experience," said Simon Williams, director of strategic relations at Adobe. "Adobe leverages as much NVIDIA GPU compute and graphics performance as possible. The engineers at Adobe and NVIDIA collaborate to make sure that new features across Adobe Creative Cloud are infused with the added power to let video editors and motions graphics pros work in real time."

"GPU acceleration is one of the keys to a consistently powerful suite of Adobe Creative Cloud solutions for video pros. And that's why we continue to work so closely with Adobe to develop innovative new technologies that make it faster and more intuitive for creative pros to focus on making amazing productions," added Greg Estes, GM, Media & Entertainment and VP, Marketing, Pro Visualization for NVIDIA.

"NVIDIA's Quadro K6000 GPU is a great alternative for GPU-accelerated debayering, transitions, color grading and more for RED camera users," said Jarred Land, President, RED. "The addition of GPU debayering in Adobe Premiere Pro CC extends more workflow flexibility to video professionals with the RED camera while still leveraging the NVIDIA GPU features that they know and love."

The following demos will be available throughout NAB in the NVIDIA and Adobe booths, showcasing the power of NVIDIA's Kepler GPU architecture for the most powerful performance in Adobe Creative Cloud:

- Real-time playback of 4K playback of RED Camera workflows in Adobe Premiere Pro CC based on new NVIDIA GPU-Accelerated debayering without the need for a RED ROCKET card; demonstrated on an NVIDIA Quadro K6000-based workstation.
- Broadest range of Adobe Creative Cloud video and imaging workflows using tools such as SpeedGrade CC, After Effects CC, Adobe Media Encoder CC and Photoshop CC, enabled by NVIDIA GPUs; demonstrated on an NVIDIA Quadro K6000-based workstation.
- NVIDIA GPU optimizations for Mac and Adobe Creative Cloud video tools.

For a complete list of features and demos, please see NVIDIA's official NAB show guide: www.nvidia.com/nab2014. More information is available at www.nvidia.com.

To learn more about NVIDIA and Adobe's collaborative relationship, watch this [video](#).

* Requires a simple download of the latest performance-optimized NVIDIA [CUDA driver for Mac](#) and [latest GPU drivers](#)

Adobe at NAB

At NAB 2014, Adobe is announcing plans to significantly update all the video apps in Adobe Creative Cloud™. These new major updates and innovations, expected to ship in the first half of the year, include [Adobe Premiere Pro CC](#) and [Adobe After Effects® CC](#) and are designed to make everyday tasks easier and faster enabling video professionals to create stunning videos, TV shows, films and commercials more efficiently. Adobe is also revealing new features for [Adobe Anywhere](#), the collaborative workflow platform that empowers enterprise broadcast companies with distributed teams, using Adobe professional video apps, to work together as they access and manage centralized media and assets across virtually any network. See Adobe at NAB in Booth SL3910. Learn more at: <http://adobe.ly/1hucPrO>

NVIDIA at NAB

NVIDIA's GPU technology is enabling "4K your way" at NAB 2014. NVIDIA is the engine driving the media and entertainment industry, accelerating more than 150 software applications and turnkey solutions. Whether it's 4K or HD, cloud-based or workstations, desktop or mobile, broadcast or post, NVIDIA GPUs are the choice of creative professionals worldwide. See NVIDIA technology in action in booth SL 6825 at NAB, and in over 75 partner booths throughout the show.

About NVIDIA

Since 1993, [NVIDIA](#) (NASDAQ : NVDA) has pioneered the art and science of [visual computing](#). The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com/> and <http://blogs.nvidia.com/>.

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