HP AND ADOBE

GAIN A PROFESSIONAL EDGE FOR CONTENT CREATION, VIDEO EDITING AND DIGITAL MEDIA DEVELOPMENT.

BRING YOUR VISIONS TO LIFE

CAN YOU MEET YOUR DESIGN CHALLENGES?

Few industries move as fast as media and entertainment. Wherever you look, everyone in the business is pushing to deliver better content in less time and deliver it to a variety of mediums.

If you're in the business, technology matters—a lot. You need innovative software tools that meet the production challenges of today and tomorrow and allow you to take a production from planning through to completion, running on reliable, high-performance computing systems.

In particular, it really helps to know that your computing systems are designed, tested and built to support the applications you are running. This is one of the keys to avoiding problems and staying productive—and meeting your all-important deadlines.

Where do you find all of this? Look to the vast portfolio of integrated solutions that couple the creative capabilities of Adobe® software with the rock-solid performance of HP Workstations. Together, HP and Adobe help you gain a professional edge for content creation, video editing and digital media development.

To create captivating content—while meeting tight production schedules and staying on budget—you need more than talent alone. You need innovative software tools running on reliable, high-performance computing systems.

MEET THE CHALLENGE WITH HP AND ADOBE.

Working together, HP and Adobe help you solve some of your toughest design challenges with innovative hardware and software that are tuned and integrated for better performance.

Adobe revolutionizes how the world engages with ideas and information. For more than two decades, the company's award-winning software and technologies have redefined business, entertainment and personal communications by setting new standards for producing and delivering content that engages people virtually anywhere at any time.

HP engineers work closely with Adobe to verify that HP Workstations can take full advantage of the features of Adobe Creative Suite 4 Production Premium. Adobe applications are thoroughly tested and certified on HP Workstations, giving you greater confidence in your production solution.

PLAN, CREATE AND DELIVER WITH THE INTELLIGENT POST-PRODUCTION SOLUTION.

Adobe® Creative Suite® 4 Production Premium software is a must-have solution for creative professionals who need to craft world-class video, audio and interactive media—on air, online, on device and invariably on deadline. It is the complete solution for video and audio editing, still and motion graphics, visual effects, and interactive media, as well as DVD, Blu-ray Disc, and mobile authoring. There are countless innovations, improvements, and features found in Adobe Creative Suite 4 Production Premium that, when combined, give you the most important benefit of all—time. The time to explore, imagine, create, and deliver compelling productions.

Plan, create and deliver anywhere with the intelligent post-production solution.
Adobe® Creative Suite® 4 Production Premium software is a must-have solution for creative professionals who need to craft world-class video, audio and interactive media—on air, online, on device and invariably on deadline.

Forget about intermediate rendering between applications thanks to Adobe Dynamic Link.
Work with unparalleled efficiency, so you have more time to craft your vision. For example, expanded Adobe Dynamic Link lets you link content between Adobe® Creative Suite® 4 Production Premium components, so you can see updates immediately without rendering.

Experience project intelligence with XMP metadata.
Capture valuable XMP metadata from your camera, and accumulate key information throughout the production process for intelligent media management. Use new Speech Search technology in Adobe Premiere® Pro and Soundbooth® to turn spoken dialog into metadata, making it easy to find particular clips and make video assets searchable.

Deliver motion graphics and visual effects with Adobe After Effects CS4.
Achieve creative control over virtually every element of your production in the highly responsive 2D and 3D compositing and animation environment of Adobe After Effects® CS4.

Edit in real time with Adobe Premiere® Pro CS4, Adobe OnLocation™ CS4 and Adobe Encore CS4.
Tell your story with maximum impact using Adobe Premiere Pro CS4 software, the start-to-finish video production solution that includes Adobe OnLocation™ CS4 and Adobe Encore® CS4 software. Capture directly to disk using Adobe OnLocation, edit files from the latest tapeless formats, including Red One, AVCHD, P2, XDCAM EX and HD, natively, without transcoding or rewrapping, and deliver your content to DVD, Blu-ray Disc, the web and mobile devices.

Edit images and create graphics with Adobe Photoshop® CS4 Extended and Adobe Illustrator® CS4.
Integrate images and graphics for use in your productions. With Adobe Photoshop CS4 Extended, work with 3D content and video frames as easily as any 2D image with enhanced controls for speed and precision. Use advanced drawing, texturing, coloring, tracing and typography tools to create vector artwork with Adobe Illustrator CS4.

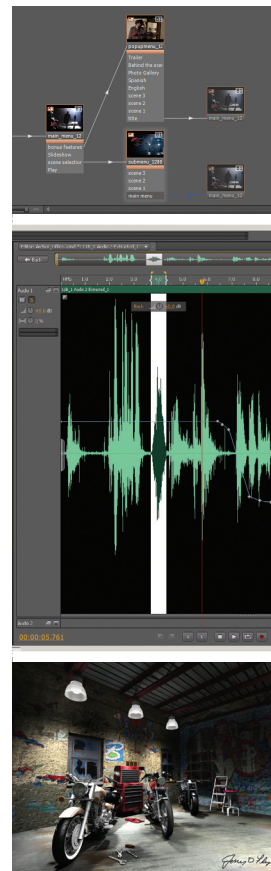**Create engaging online experiences with Adobe CS4 Flash® Professional.**
Use the industry's most advanced interactive authoring environment to integrate your video content into uniquely engaging websites, presentations and mobile content.

Take charge with fast, intuitive audio editing and creation with Adobe Soundbooth® CS4.
Take command of audio for your film, video, or rich-media project. Task-based tools help you clean up recordings, polish voice-overs, customize music and sound effects, and much more. High-quality production becomes more efficient with Adobe Soundbooth® CS4, without sacrificing creative control.

Produce and deliver to any screen.
Whether your production will be seen in the theater, the living room, the office or on the road, Adobe Creative Suite 4 Production Premium helps you extend your reach by enabling you to deliver high-quality content no matter what screen viewers are using. Deliver your video in a wide variety of formats, including FLV, Windows Media, MPEG-2, H.264, QuickTime and more. Deliver content to Flash Player and Adobe Media Player for online or offline viewing, as well as on mobile devices with the Adobe Flash Lite™ runtime.

GAIN MORE VALUE WITH HP WORKSTATIONS.

The HP commitment to innovation and solutions excellence, and HP's relationship with Adobe, provide you with a professional edge. HP Workstations are built with the latest technology, including processors from Intel® or AMD; professional graphics cards from NVIDIA or AMD ATI; Microsoft® Windows® operating systems; and high-speed storage. We also bring you fast, reliable memory that is designed, tested and built for high performance and extreme stability, along with ENERGY STAR®-qualified configurations designed to optimize energy use.
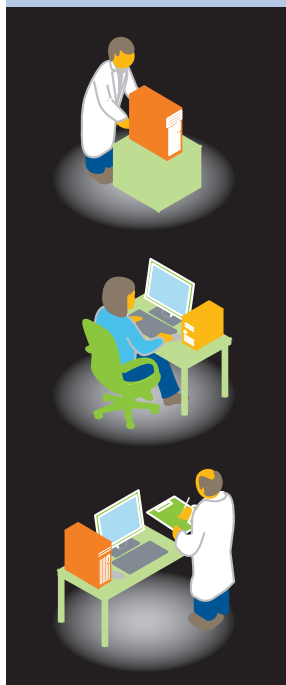
HP innovation
HP innovation is most evident in our first-to-market features. Innovation keeps you ahead of your competition by helping to improve productivity and shorten design cycles. HP Workstations were first to include 64-bit architecture, quad-core processing, 80 PLUS efficient power supplies, tool-less chassis, state-of-the-art acoustics and liquid cooling.

HP Remote Graphics Software
This advanced utility allows you to remotely access and share your HP Workstation, its 3D graphics power and all of its applications. Using HP compression technology, RGS reduces network usage and enables real-time sharing of high-resolution imagery, allowing creative teams from multiple sites to function like they are all in the same room.

HP Performance Tuning Framework
This exclusive HP tool—pre-installed on all HP Personal Workstations—makes it a snap to configure and update your HP Workstations, improving their stability and performance. HP Performance Tuning Framework even has hypertune modules for select applications to help you work faster and more productively.

xw4600   xw6600   xw8600   xw9400

HP recommends Windows Vista® Business.

HP xw4600 Workstation combines next-generation performance technology with expandability, reliability and affordability. It is based on the new Intel® X38 Express performance chipset and the latest workstation-class Dual- and Quad-Core[2] Intel processors. The HP xw4600 supports up to 8 GB[3] of memory and comes with your choice of 2D or 3D professional graphics cards. It's powerful enough to meet the demanding requirements of data-intensive design applications.

HP xw6600 Workstation is a high-performance machine engineered for environments where space is at a premium and noise must be reduced. It offers a choice of Dual- or Quad-Core[2, 4] Intel® Xeon® Processors and a dual-socket design, allowing up to eight cores, to provide dazzling power for your team members to create, design and analyze more in less time. A design involving rendering or heavy multi-tasking should use a Xeon-based workstation. These systems offer dual Gen2 PCI-e interfaces that leverage an architecture that can deliver up to twice[5] the graphics performance of previous systems.

HP xw8600 Workstation is designed for extreme performance and limitless possibilities. It provides power, versatility and reliability for massive compute and visual capacity—to give your business a decided edge over the competition. The HP xw8600 meets your most demanding engineering, computer-aided design and photorealistic rendering challenges with one or two of the latest Intel Dual-Core and Quad-Core[2] processors and the Intel 5400 chipset.

HP xw9400 Workstation delivers uncompromised graphics performance and improved expandability. It supports up to four 3D graphics displays, dual PCI-e x16 graphics, and Dual-Core[1] AMD Opteron™ processors to meet the combined needs for computational power, visualization power and input/output (I/O) performance, while helping you lower your total cost of ownership.

The HP professional edge for Adobe
- HP and Adobe jointly test and certify HP Workstations to support Adobe applications.
- HP Performance Tuning Framework has special features to optimize the performance of Adobe applications.
- HP experts are available to support your Adobe needs and recommend configurations.

LET'S GET STARTED.

HP and its workstations are powering the forefront of digital media and entertainment. We put first-class innovation, a high-profile community of talent, and long-term relationships you can trust within reach. And HP Workstations are backed by an uncompromising commitment to solutions that are exclusively designed and engineered to give you a professional edge.

To learn more about HP Workstations for your digital content creation environment, contact your HP representative or reseller, or visit us at **www.hp.com/go/adobe**.

1. This system requires a separately purchased 64-bit operating system and 64-bit software products to take advantage of the 64-bit processing capabilities of AMD technology. Dual/quad/triple-core processing available with AMD technology is designed to improve performance of this system. Given the wide range of software applications available, performance of a system including a 64-bit operating system and a dual-core processor will vary.

2. Quad-Core and Dual-Core are new technologies designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; check with software provider to determine suitability; Not all customers or software applications will necessarily benefit from use of these technologies.
3. Maximum memory capacities assume 64-bit operating systems. Microsoft® Windows® XP (32-bit) supports 4 GB (with Microsoft 32-bit, the amount of usable memory will be dependent upon your system configuration. It may be less than 4 GB); 32-bit Linux can support up to 8 GB.

4. 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. See www.intel.com/info/em64t for more information.
5. Generation 2 PCI Express interfaces are rated to deliver up to 5.0 GigaTransfers (GT) per second, or twice the 2.5 GT/second rating for Generation 1 PCI Express interfaces.

To learn more, visit www.hp.com/go/adobe