

HP AND ADOBE



Create stunning digital media and entertainment

Does your workstation meet your digital media challenges?

It's no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so your team can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Adobe software. Together, HP and Adobe help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

- **Innovation:** Enjoy next-generation technology, including the award winning Z Workstation design, to help you create and visualize even the most complex designs. This revolutionary design brings a tool-less chassis, advanced cooling and choice of power with up to 90% efficient power supplies.
- **Performance:** Advanced compute and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with

advanced processor performance technologies and NVIDIA Quadro professional graphics cards with the NVIDIA CUDA parallel processing architecture; delivering real-time previewing and editing of native, high-resolution footage, including multiple layers of 4K video. Intel® Turbo Boost is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

- **Reliability:** HP product testing includes application performance, graphics and comprehensive ISV certification for maximum productivity. You can be confident in your HP and Adobe solution.

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® 5.5 Production Premium. Adobe applications are thoroughly tested and optimized on HP Workstations, giving you greater confidence in your production solution.

Adobe Creative Suite 5.5 Production Premium

Create video for virtually any screen using high-performance production tools

“With HP and Adobe working together, we provide optimized solutions to our customers that reliably stand up to the rigors of production. CS5.5 Production Premium combined with the latest HP Z 64-bit Workstations deliver cutting edge technologies for image, video and sound processing that allow our customers to create high-quality content faster than any other solution.”

—Bill Roberts, Director of Product Management Professional Audio and Video Solutions

Stay in the creative flow and deliver video to virtually any screen with Adobe Creative Suite 5.5 Production Premium software, the all-in-one solution for video and post-production that offers best-of-breed tools for editing, animation, compositing, audio, and delivery.

CS5.5 Production Premium accelerates your entire post-production workflow, building on the native 64-bit support that powered Adobe Premiere Pro CS5, After Effects CS5, and Photoshop CS5 software; Adobe Premiere Pro CS5.5 adds workflow efficiencies and expands GPU support. CS5.5 Production Premium also enhances the industry’s best file-based workflow, delivering true native editing of today’s DSLR video and digital cinema formats for both After Effects CS5.5 and Adobe Premiere Pro CS5.5. Tight integration streamlines your workflow further: move projects easily between Adobe Premiere Pro and other editing tools, and iterate quickly thanks to Dynamic Link between After Effects, Adobe Premiere Pro, and Adobe Encore. This potent combination of a comprehensive toolset, industry-leading performance, and extensive integration adds up to incomparable value.

With Adobe Creative Suite 5.5 Production Premium, you can:

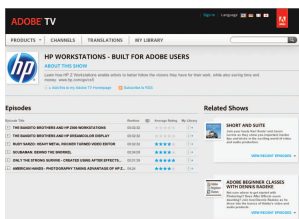
Work faster. Adobe Creative Suite 5.5 Production Premium takes the breakthrough performance delivered in Creative Suite 5 and makes it more accessible; in Adobe Premiere Pro CS5.5, expanded support for mobile and desktop video cards brings Adobe Mercury Playback Engine GPU acceleration to a wider selection of systems, including Windows laptops for editing in the field. Edit with a highly efficient keyboard-driven workflow, and boost

productivity with dual-system sound support and other timesaving features suggested by users. Adobe CS5.5 Production Premium gives you new flexibility when working with RAW digital cinema files and other file-based footage in After Effects CS5.5 and Adobe Premiere Pro CS5.5, building upon the industry’s best file-based workflow which eliminates transcoding and rewrapping while preserving the pristine quality of your footage. 64-bit Adobe Media Encoder CS5.5 simplifies multiscreen delivery—with new, intuitive presets and contextual menus that let you set up sequences once for batch encoding to multiple formats such as PCs, smartphones, and television, while you continue editing.

Craft great stories with game-changing creative innovation. Adding to the groundbreaking Roto Brush feature that After Effects CS5 introduced, the new Warp Stabilizer gives you options for improving the quality of handheld footage; Camera Lens Blur lets you control which parts of a scene are in focus; and Light Falloff enables you to manage how light behaves in a 3D scene. Improve your audio workflow and get world-class editing and multitrack mixing tools, powerful sweetening options, and rock-solid performance using Adobe Audition CS5.5.

Collaborate efficiently. Easily integrate CS5.5 Production Premium with existing workflows, whether you’re part of a small workgroup or a large-scale enterprise. Move projects back and forth more easily between Adobe Premiere Pro and Adobe Audition, and other NLEs such as Apple Final Cut Pro. Adobe Story, an Adobe CS Live online service for collaborative script writing, now directly integrates with Adobe Premiere Pro and helps you create metadata-rich, production-ready assets. New presets in Adobe Media Encoder make it easier to send sequences to Adobe CS Review, another CS Live online service, making it easier for you to get feedback from clients and teammates on works in progress.

Watch the HP Adobe TV site



TO VIEW

GAIN MORE VALUE WITH HP WORKSTATIONS

The HP commitment to innovation and solutions excellence combined with HP’s relationship with Adobe provide you with a professional edge.



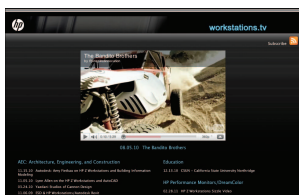


Meet the HP Workstation family

“You don’t have to have millions of dollars to show people your vision in today’s media. We can shoot and then begin editing immediately to quickly show people the work. When we deployed the HP Z800 Workstations, the improvements were like night and day. What’s more, we can take the HP DreamColor monitor on set with us to visually see the work we’re doing.”

—Jacob Rosenberg, chief technology officer, partner and director, Bandito Brothers

Watch the Bandito Brothers video



TO VIEW

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. HP Z Workstations are tested and certified for Adobe Applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost² and Hyper-Threading³ technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

The HP Z800 Workstation

The HP Z800 Workstation delivers the latest performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of Adobe Creative Suite Premium Production.

HP Z400 Workstation

The HP Z400 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Adobe Premiere Pro users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.

HP Z210 CMT Workstation

The HP Z210 CMT Workstation delivers excellent performance and was designed with Adobe Photoshop and Adobe Audition users in mind, providing the workstation power for entry-level and audio professionals to edit and mix. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.

HP Mobile Workstations

HP EliteBook 8760w Mobile Workstation

The HP EliteBook 8760w Mobile Workstation redefines power on the move, combining the best in visualization and computational power with a 17.3-inch diagonal display for HP’s highest performing mobile workstation. The HP EliteBook w-series features a timeless construction, with precision-engineered durability features that are designed for maximum reliability and with the environment in mind. The mobile workstations have passed most Mil-Std-810G testing³, making it a great tool for professionals on the go. The choice of an HP DreamColor display enables true color visualization in addition to top performance for Adobe applications.

HP EliteBook 8460w* and 8560w Mobile Workstations

HP EliteBook 8460w and 8560w Mobile Workstations offer workstation power to run Adobe applications but in a smaller and lighter size with either a 14- or 15.6-inch diagonal screen. Ideal for those on the go who want to minimize the weight. The HP DreamColor display is also available as a configurable option on the HP EliteBook 8560w.

HP Performance Monitors

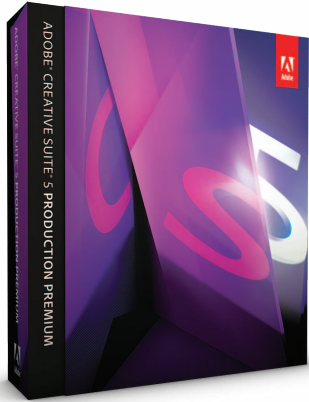
HP Performance Monitors Designed for compatibility with the full line of HP Workstations, HP Performance Monitors offer world-class display technology, a range of connectivity (USB/DVI/DisplayPort) with the latest peripherals and graphics devices, and environmental responsibility with ENERGY STAR® and EPEAT® certifications. The new HP ZR24w and HP ZR30w widescreen monitors feature massive wide-aspect screens, enhanced color accuracy at ultra-wide viewing angles, and full HD⁵ resolutions. The HP DreamColor LP2480zx monitor is based on HP DreamColor Engine technology and is great for low-light design environments like animation and video production facilities.

HP recommends Windows® 7.

HP recommendations for Adobe applications

The configurations listed below are some of the recommendations we have to help you get started. To find the recommended configurations based on your Adobe software package, please visit www.hp.com/go/workstationfinder.

Adobe products	HP Z Workstations	HP Performance Monitors	HP Mobile Workstations
Adobe Creative Suite Production Premium	HP Z800 HP Z600	HP ZR30w HP DreamColor LP2480zx	HP EliteBook 8760w HP EliteBook 8560w
Adobe Creative Suite Design/Web	HP Z400 HP Z210 CMT	HP ZR24w HP ZR22w	
Adobe Premiere Pro			
Adobe After Effects			
Adobe Photoshop			



Adobe Creative Suite 5.5 Production Premium combines full versions of:

- Adobe® Premiere® Pro CS5.5
- Adobe After Effects® CS5.5
- Adobe Photoshop® CS5 Extended
- Adobe Audition® CS5.5
- Adobe Flash® Catalyst® CS5.5
- Adobe Flash Professional CS5.5
- Adobe Illustrator® CS5
- Adobe OnLocation™ CS5
- Adobe Encore® CS5

Additional components:

- Adobe Dynamic Link
- Adobe Device Central CS5.5
- Adobe Bridge CS5
- Adobe Media Encoder CS5.5

Adobe professional software demands workstation power

HP Z Workstations are designed, tested, and built for Adobe users looking for high performance and extreme stability. HP does this with features that include:

- Dual-, quad-, and six-core¹ Intel® Xeon® processors
- Professional graphics cards from NVIDIA
- Microsoft® Windows® operating systems
- Expanded I/O, and massive storage
- Fast, reliable memory
- EPEAT® Gold-rated and ENERGY STAR®-qualified configurations

For more information about HP and Adobe solutions,

please visit www.hp.com/go/adobe and www.hp.com/go/cs5

* Not available in all regions.

- 1 Dual-, quad-, and six-core technologies are designed to improve performance of multithreaded software products and hardware-aware multitasking operating systems and may require appropriate operating system software for full benefits; Not all customers or software applications will necessarily benefit from use of these technologies.
- 2 Enabling Intel® Turbo Boost Technology (Intel® TBT) requires a PC with a processor with Intel TBT capability. Intel TBT performance varies depending on hardware, software, and overall system configuration. For more information, see www.intel.com/technology/turboboost.
- 3 Intel HT Technology (HT) is designed to improve performance of multi-threaded software products and requires a computer system with a processor supporting HT and an HT-enabled chipset, BIOS, and operating system. Please contact your software provider to determine compatibility. Not all customers or software applications will benefit from the use of HT. See <http://www.intel.com/info/hyperthreading> for more information.
- 4 Testing was not intended to demonstrate fitness for DOD contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.
- 5 HD content required to view HD images. Internet access required. Performance dependent on network latency and image frame content.

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