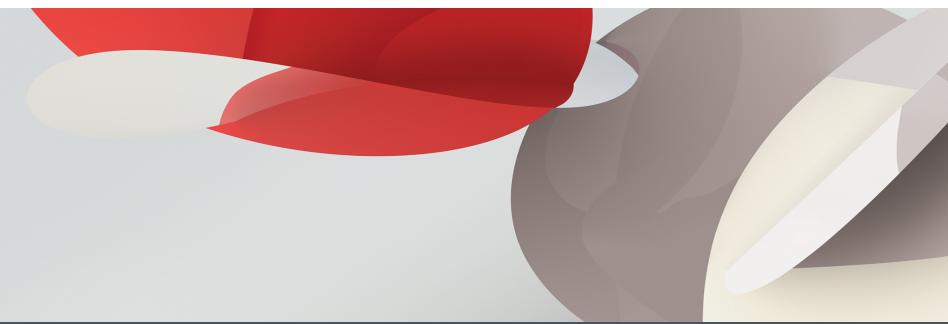


Preparing images and print for any device |Steve Adler | Education Solutions Consultant



Digital Experiences in a Multiscreen World





Some useful terms and concepts for video

- Resolution is the size of the image in pixels
- Data Rate determines quality
- Bandwidth is the size of the straw

Some useful terms and concepts for video

- CODEC
- Container=Wrapper
- Container MP4, F4V, M4V
- CODEC H.264
- Audio Codec AAC, MP3
- Images JPG, PNG, GIF

Compression

- The "art" of compression and transcoding
- Good compression for a particular situation means knowing
 - Output resolution
 - Data Rate
 - Container
 - Codec

Adobe Media Encoder and Adobe PDF Distiller

- AME and Distiller will let you modify almost any parameter
- Presets make it easy
- Customization is easy



Demo

- Acrobat Distiller
- Adobe Media Encoder
- Flash Media Server
- Resources



Serving Video

- Progressive Download
- Streaming Download
- Adaptive (Dynamic) Streaming



Acrobat Distiller

- Distiller interprets the source document information
- It creates a temp PS file
- It encodes to the open ISO PDF specification
- It then compresses to match the requirements of the output device.
- It is integrated into Acrobat Pro and can also be accessed on its own,

AME and Acrobat Training Resources

- tv.adobe.com
- Video2Brain.com Producing great video with Adobe Media Encoder by Jan Ozer
- Acrobatusers.com
- Kevin Towes Blog
- http://blogs.adobe.com/ktowes/2011/09/announcing-adobe-flash-mediaserver-4-5.html
- Getting started with FMS
- http://www.adobe.com/devnet/flashmediaserver/articles/beginning-fms45pt01.html

AME and Acrobat Overview | sadler@adobe.com

