Preparing images and print for any device

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Digital Experiences in a Multiscreen World

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Adobe

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

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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

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Compression

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

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Adobe Media Encoder and Adobe PDF Distiller

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

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Demo

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

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Serving Video

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

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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,

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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-media-server-4-5.html
- Getting started with FMS
- http://www.adobe.com/devnet/flashmediaserver/articles/beginning-fms45-pt01.html

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