

Adobe Premiere Elements 7

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I downloaded a trial copy of the program from the Adobe website. File size for the two installation files was 660Mb. It installed smoothly and I was up and running in record time. The trial period is 30 days from the time you launch the product. I strongly recommend you try out the trial version—I think you will like it.

If you are looking for a video-editing application that is powerful but yet easy to use, Adobe *Premiere Elements 7* is for you. It allows you to make movies and slide shows using your own footage and digital photographs. The menu system gives you access to a number of automated options appealing to first time users, but it also offers many advanced features for users looking for a more hands-on approach when creating their own video productions.

Premiere Elements is not optimized specifically for beginners, but rather offers a rich array of features with a midrange level of sophistication and complexity. With each release, Adobe has improved the product to be more user-friendly. With this edition, Adobe skipped from version 4 to 7 to bring it in line with its companion product, *Photoshop Elements*. The product has added some important functions and a few automated creative techniques that will appeal to techie consumers on a budget, as well as amateurs who are eager to learn.

The newest versions of Adobe *Premiere Elements 7* and Adobe *Photoshop Elements 7* can be purchased separately, however, if you are planning to purchase (or upgrade) to either software package, it would be to your benefit to take advantage of Adobe's generous offer of providing both Adobe *Premiere Elements 7* and Adobe *Photoshop Elements 7* as a bundle with an insanely low retail price (see the prices at the end of this article). The price of *Premiere Elements* is \$62.49 and the bundle is \$107.99 on the Amazon website.

While *Premiere Elements 7* supports a number of advanced features, the software interface takes into account that many users of the application will be new to the world of video editing. When you first open the program, you'll be met with a welcome screen where you can choose to create an

instant movie, open an existing product, or begin development of a new project.

Before reviewing the new features, let's take a quick tour through the interface and general feature set. As before, three windows dominate *Premiere Elements'* interface. The Timeline/Sceneline window is on the bottom, the preview window is at the upper left, and the tasks panel (which is where you find the content, effects, themes, titles, transitions, and export options are on the upper right.

There are four main tabs, which sit on top to the right side of the screen, making it very easy to navigate around the program. The Organize, Edit, Disc Menus and Share tabs are very intuitive when opening up the program and you will be creating your first video and impressing your friends right away.

The ability to drag and drop both clips of video files and still images to the Sceneline or the Timeline makes basic movie creation simple and fun. You can play back the production at any time during the creation process to get an idea of how it is progressing without having to leave the editing interface.

So what's new with this version of Adobe *Premiere Elements*?

Smart Tags - I first let the program automatically analyze



and add Smart Tags to quickly find my most interesting, highest quality clips. The video can come from a variety of devices like camcorders, digital cameras, webcams and mobile phones as well as images from a digital camera.

Edit in AVCHD – Although I don't have a high definition camcorder, this version lets you import and edit video from the latest AVCHD camcorders.

SmartSound – Using SmartSound I was able to add a variety of musical soundtracks that automatically adjust to perfectly match the length of my movie. It even detects the tempo of the music and synchs the beginning and end of each scene with the beats.

Easily add a soundtrack to your video clips with the new “SmartSound Quicktracks.” I chose a music style (you can choose rock, country, jazz, classical, and many more), specified the length of the video, and it automatically adjusts the music to the length of the movie.

VideoMerge – will let you put your subject into a new setting. By filming your subject on a solid color background, the Videomerge technology will extract your moving subject from the background and drop it into a new setting.

InstantMovie – The most impressive new feature is Instant Movie. You just choose a theme and with only a few clicks, the software will take your film clips, add special effects, coordinated music, titles, transitions, and stitch it all together into a high quality movie.

I transformed a traditional slide show into a movie using InstantMovie which automatically added video-style effects, transitions, and motion graphics to the project. I previewed the slide show in full screen. I then had the option to burn it to disk, upload to a video sharing website, export it as an executable computer file, or export in other file formats for cell phones, MP3 players, etc.

Photoshop.com – Also new in version 7 is integration with Photoshop.com, though you'll need to upgrade to the Plus version for the more alluring benefits. A free Basic membership lets you upload 2GB of video to the site for storage and sharing, but you don't get access to new content like transitions and themes. With the Plus membership, which costs \$49.99 per

year, you can back up 20GB of video, and in addition get all-new content and access to *Premiere Elements* tutorials and other learning aids. You will also be able to keep up with new templates and tips for use.

Additional Adobe Highlights

Make movies with drag-and-drop ease – Create your story quickly in the Sceneline, an easier alternative to the more traditional video-editing Timeline. Make a movie by simply dragging and dropping thumbnails of your clips, transitions, and effects. Practical options, like the ability to copy and paste thumbnails, make the Sceneline easy to use.

Edit with more control in the Timeline – Ready to take the next step in editing? Create your movie in the Timeline, which lets you visualize the starting and ending point of every clip, transition, sound effect, and other event so you can more easily synchronize and sequence multiple events. Access up to 99 audio and video tracks for sophisticated results.

Edit and preview your movie in one convenient place — the Monitor window — where you can easily trim and split clips, drop filters and effects right on a frame, create fun picture-in-picture effects, type titles and text right on the screen, and more.

Titles – If you want to add a title at the beginning of the video and even between various scenes, there is a good library of fully editable title templates to choose from that includes title transitions with animated and scrolling titles. There is a preview option that displays the chosen scene with effects so you can pick just the right one.

Rescue shaky footage – Don't let a shaky camera ruin otherwise great footage. Restore it with the new Image Stabilizer filter.

Browse and apply effects with ease – Experimenting with effects is a breeze. Browse effects by visual thumbnails, drag and drop to apply them to your video, and then modify them using easy slider controls.

Add visual interest with eye-catching transitions – Creatively move from one scene to the next with hundreds of TV-style transitions. Even create your own transitions.

Show all the action – Drag one scene onto another to create picture-in-picture effects that show multiple clips at once.

Mix and refine your audio for greater impact – Use background music and sound effects to underscore emotions, add emphasis, or create a mood. The Audio Mixer works just like a mixing board in a recording studio, letting you adjust relative volumes with sliders so, for example, dialogue can be heard clearly over music.

Edit to the beat of a favorite song – Easily create entertaining slide shows and movies that move to the music. Adobe *Premiere Elements* automatically detects the tempo of your musical soundtrack and syncs the beginning and end of each scene with the beats.

Add the finishing touch with a menu and scene index – Design custom disc menus from scratch, or choose from dozens of menu templates. Adobe

Premiere Elements automatically creates scene indexes or chapters for your menu with links that correspond to your video clips.

Many file types are supported – *Premiere Elements* is not limited to camcorder downloads; it can also download and edit MPEGs, AVI, Windows Media and Quick Time files. It works with many devices including cell phones, camcorders, digital still cameras or it can pull from unprotected



DVDs. And now in version 7 you can upload your videos directly to YouTube.

Help and Support – The help and support in *Premiere Elements 7* is excellent. The help menu is extremely detailed and organized in a way to easily find the information you are looking for. If the help section doesn't have an answer, chances are very good that your question's been answered in Adobe's on-line knowledge base, FAQ's or user forums.

Adobe *Premiere Elements 7* System Requirements:

- 1.8GHz processor with SSE2 support; 3GHz processor required for HDV or Blu-ray; dual-core processor required for AVCHD
- Microsoft® Windows® XP with Service Pack 2, Windows Media Center, or Windows Vista®
- For Windows XP: 512MB of RAM (2GB required for HDV, AVCHD, or Blu-ray)
- For Windows Vista: 1GB of RAM (2GB required for HDV, AVCHD, or Blu-ray)
- 4.5GB of available hard-disk space
- Color monitor with 16-bit color video card
- 1,024x768 monitor resolution at 96dpi or less
- Microsoft DirectX 9 or 10 compatible sound and display driver
- DVD-ROM drive (compatible DVD burner required to burn DVDs; compatible Blu-ray burner required to burn Blu-ray Discs)
- DV/i.LINK/FireWire/IEEE 1394 interface to connect a Digital 8 DV or HDV camcorder, or a USB2 interface to connect a DV-via-USB compatible DV camcorder (other video devices supported via the Media Downloader)
- *QuickTime 7* software

Adobe *Premiere Elements* supported import/export formats include:

ASF (import only), AVI, AVCHD (import only), SWF (import), Blu-ray Disc (export only), DV, DVD, Dolby® Digital Stereo, H.264, HDV, JPEG, PNG (import only), PSD (import only), MOD and TOD (JVC Everio, import

only), MPEG-1, MPEG-2, MPEG-4, MP3, WAV, QuickTime, Windows Media, WMA (import only), 3GP.

Import/export of some formats, including AVCHD, DVD, Blu-ray, MPEG-2, MPEG-4, H.264, and Dolby Digital Stereo may require activation via an Internet connection. Activation is fast, easy, and free. Import/export of 3GP, 3GP2, MOV, MPEG-4, and QuickTime requires QuickTime software.

About: Adobe *Premiere Elements 7*

Vendor: Adobe
www.adobe.com

Price: Adobe *Premere Elements 7*

- Buy \$99.99
- Upgrade \$79.99

Adobe *Premere Elements 7* with Plus membership

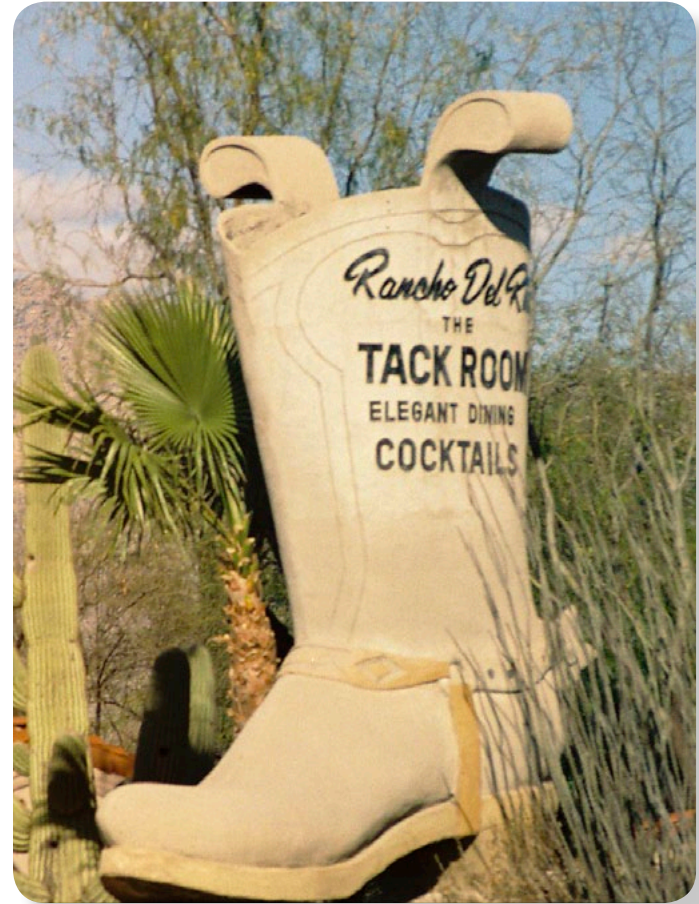
- Buy \$139.99
- Upgrade \$119.99

Adobe *Premere Elements 7* and Adobe *Photoshop Elements*

- Buy \$149.99
- Upgrade \$119.99

Adobe *Premere Elements 7* and Adobe *Photoshop Elements* with Plus membership

- Buy \$179.99
- Upgrade \$149.99



The "Boot," last remaining vestige of the gracious Tack Room Restaurant. To see it first-hand, follow North Sabino Canyon Road about a half-mile north of Tanque Verde, and look east.

