

# Bringing Creativity into Video Production

## ESSENTIALS

- Stay in your creative flow:** Integrated, efficient workflows with connected Adobe tools let you focus on your content as you move through your projects
- Any format, any story:** Edit footage in any modern format in Premiere Pro, from 8K to virtual reality. Broad native file support and simple proxy workflows make it easy to work with media
- Efficient Collaboration:** Collaborate in production workflows using shared project files and connected user-designated storage locations for assets
- Extreme Performance:** Dell EMC Isilon accelerates content creation workflows, in the most demanding media environments



## Dell EMC with Adobe - smarter tools for better storytelling

The world of video content is growing – as is the quality of content and audience expectations. Increasing resolutions, new delivery mediums and advances in creative toolsets promise new opportunities for Media and Entertainment companies to change how they create, deliver and monetize their stories as they continue to delight viewers around the world.

However, adapting to these changes can be challenging as viewers demand higher quality content, delivered by a range of digital platforms, all in the face of shrinking delivery timelines. For creatives, this means working faster than ever before within complex workflows that often require collaboration with other creative teams around the world. For system admins and broadcast engineers, this means making technology decisions that empower creatives to meet these new demands, no matter the workflow or their geographical location, all within limited budgets.

### Empowering creatives through technology

Driving the powerful Adobe® creative tools, Dell EMC helps creatives simplify and accelerate the creation and delivery of high-quality content using tools they already know and love with a purpose-built solution that brings together powerful video tools and the industry’s leading file-based data storage system.

Adobe Premiere® Pro is the industry leader for editing everything from fast-turnaround TV series to feature films to beautiful web content. Integrated, efficient workflows edit and craft video content with rich creative tools and the power of Adobe Sensei™ AI to help speed up time-consuming tasks.

Dell EMC Isilon is a proven and trusted storage platform for media and entertainment applications, used by thousands of media professionals for many years. Isilon provides flexible, reliable, and easy to manage storage solutions that help media companies create, maintain and protect their most valuable digital media assets. With simplified management of storage, media companies can focus on what they do best: creating and delivering great media content.

### Creatives staying in their creative flow

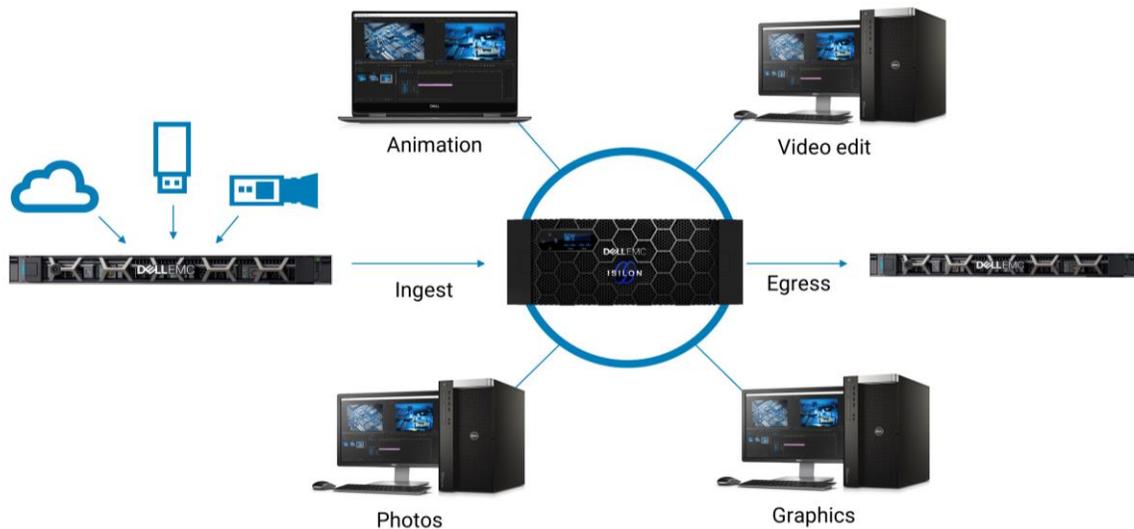
Dell EMC Isilon scale-out storage combined with Adobe Premiere Pro digital editing software lets creatives edit footage in any modern format. Broad native file support, simple proxy workflows and collaborative quick access to shared content make it easy to work with all your media. Delivering content optimized for any screen or platform is faster than ever, so creatives can focus on their story.

## Solutions for improved collaboration

Dell EMC Isilon tests and optimizes storage for Adobe video tools with reference architectures designed to meet the performance requirements of creative professionals working with high quality content in real time.

This joint solution provides:

- Limitless collaboration for production workflows using shared project files and connected user-designated storage locations for assets.
- Editing of native files directly from storage for greater speed and efficiency and a simplified infrastructure, made possible by the high performance delivered by Dell EMC Isilon.
- Application support for native workflows allows the incorporation and manipulation of source material in its native form, without the need for transcoding.



## The Adobe video tools and Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing fresh footage and Motion Graphics templates. Get high performance editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

## About Dell EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets. Build your story on Dell EMC.



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