



Time	Presentation	Presenter
10:00 – 10:45	Stereoscopic technologies, adv/dis of solutions and the market today. Stereoscopic Workflow within 3ds Max and in After Effects. Effective Renderfarm management with business intelligence using Qube! and Microsoft's HPC.	Ravi Rabheru COA
11:00 – 11:45	Gaming and Animation with Flash - This session will review designing and delivering animations, titles & onscreen graphics for iPhone, iPad, Android, television & online with Illustrator, Photoshop, After Effects and Flash. Topics will address storyboarding, inverse kinematics, lip syncing, masking, basic animation techniques and timings for character and text animations.	Michael O' Neill Adobe
12:00 – 12:45	Adobe Customer Showcase	Simon Bromfield Adobe
13:00 – 13:45	DSLR Workflow with Camera Raw and Premiere Pro - Unveil DSLR workflows, simplified masking tools, enhanced image workflows for getting the best colour, sharpness, vibrance and dynamic range out of every still or moving image with Adobe's latest release.	Michael O' Neill Adobe
14:00 – 14:45	gocreate.co.za - Adobe's annual contest for creatives where you can showcase your creative talent, win awesome prizes, support and connect with creatives worldwide.	Leonard Rabotapi Adobe
15:00 – 15:45	Amazing, new and enhanced features in Adobe Photoshop CSS	James MacDonald Adobe
16:00 – 16:45	Core Editing with Premiere Pro - This session will cover tapeless workflows from Red 4K, Sony, AVCHD & Canon 5d & 7D within a 4:4:4 colour space for cutting, trimming digital dailies, and the use of formats and codecs across Open Workflows with Avid & Apple and DPX workflows.	Michael Brennan Labspace
17:00 – 18:00	Hollywood Visual Effects - This session will show Adobe's Production Premium Digital Post Production techniques including: Compositing, Green Screen, Background Plate creation, masking and motion tracking.	Michael O' Neill Adobe
18:00	Daily prize draw.	Adobe



## Adobe Theatre Schedule

Discover new and enhanced features in Adobe Creative Suite 5.5 Production Premium.

Mediatech Africa 2011 - Stand F7, G5 & G7

## SPECIAL

ONLY AVAILABLE AT MEDIATECH.

Get up to 50% off on Adobe CSS.5 Production Premium or Adobe® Premiere® Pro CSS.5



## WIN BIG.

ENTER TO WIN AT MEDIATECH.

Get your share of R60 000 in prizes during Mediatech. Visit the Adobe stand to enter.



Terms and conditions apply. E&O.E.



UP TO 50% OFF  
ADOBE CSS.5  
PRODUCTION PREMIUM

Day 1 - Wednesday, 20 July 2011



Time	Presentation	Presenter
10:00 - 10:45	Core Editing with Premiere Pro - This session will cover tapeless workflows from Red 4K, Sony, AVCHD & Canon 5d & 7D within a 4:4:4 colour space for cutting, trimming digital dailies, & the use of formats & codecs across Open Workflows with Avid & Apple & DPX workflows.	Michael O' Neill Adobe
11:00 - 11:45	Hollywood Visual Effects - This session will show Adobe's Production Premium Digital Post Production techniques including: Compositing, Green Screen, Background Plate creation, masking & motion tracking. Composition in Adobe After Effects CS5.5: Music Video: 7th Son, Tokyo.	Michael Brennan Labspace
12:00 - 12:45	Stereoscopic technologies, adv/dis of solutions and the market today. Stereoscopic Workflow within 3ds Max and in After Effects. Effective Renderfarm management with business intelligence using Qube! and Microsoft's HPC.	Ravi Rabheru COA
13:00 - 13:45	Gaming & Animation with Flash - This session will review designing and delivering animations, titles & onscreen graphics for iPhone, iPad, Android, television & online with Illustrator, Photoshop, After Effects & Flash. Topics will address storyboarding, inverse kinematics, lip syncing, masking, basic animation techniques and timings for character and text animations.	Michael O' Neill Adobe
14:00 - 14:45	Optimising Broadcast Media Workflows with Scale-out Storage.	Shai Harmelin EMC
15:00 - 15:45	Stereoscopic technologies, adv/dis of solutions and the market today. Stereoscopic Workflow within 3ds Max and in After Effects. Effective Renderfarm management with business intelligence using Qube! and Microsoft's HPC.	Ravi Rabheru COA
16:00 - 16:45	gocreate.co.za - Adobe's annual contest for creatives where you can showcase your creative talent, win awesome prizes, support & connect with creatives worldwide.	Leonard Rabotapi Adobe
17:00 - 18:00	DSLR Workflow with Camera Raw and Premiere Pro - unveil DSLR workflows, simplified masking tools, enhanced image workflows for getting the best colour, sharpness, vibrance and dynamic range out of every still or moving image with Adobe's latest release.	Michael O' Neill Adobe
18:00	Daily prize draw.	Adobe

Day 2 - Thursday, 21 July 2011



Time	Presentation	Presenter
10:00 - 10:45	Stereoscopic technologies, adv/dis of solutions and the market today. Stereoscopic Workflow within 3ds Max and in After Effects. Effective Renderfarm management with business intelligence using Qube! and Microsoft's HPC.	Ravi Rabheru COA
11:00 - 11:45	gocreate.co.za - Adobe's annual contest for creatives where you can showcase your creative talent, win awesome prizes, support and connect with creatives worldwide.	Leonard Rabotapi Adobe
12:00 - 12:45	Stereoscopic technologies, adv/dis of solutions and the market today. Stereoscopic Workflow within 3ds Max and in After Effects. Effective Renderfarm management with business intelligence using Qube! and Microsoft's HPC.	Ravi Rabheru COA
13:00 - 13:45	Optimising Broadcast Media Workflows with Scale-out Storage.	Shai Harmelin EMC
14:00 - 14:45	Hollywood Visual Effects - This session will show Adobe's Production Premium Digital Post Production techniques including: Compositing, Green Screen, Background Plate creation, masking and motion tracking. Composition in Adobe After Effects CS5: Music Video: 7th Son, Tokyo.	Michael Brennan Labspace
15:00 - 15:45	Core Editing with Premiere Pro - This session will cover tapeless workflows from Red 4K, Sony, AVCHD & Canon 5d & 7D within a 4:4:4 colour space for cutting, trimming digital dailies, and the use of formats and codecs across Open Workflows with Avid & Apple and DPX workflows.	Michael O' Neill Adobe
16:00 - 16:45	DSLR Workflow with Camera Raw and Premiere Pro - unveil DSLR workflows, simplified masking tools, enhanced image workflows for getting the best colour, sharpness, vibrance and dynamic range out of every still or moving image with Adobe's latest release.	Michael Brennan Labspace
17:00 - 18:00	Hollywood Visual Effects - This session will show Adobe's Production Premium Digital Post Production techniques including: Compositing, Green Screen, Background Plate creation, masking and motion tracking.	Michael O' Neill Adobe
18:00	Daily prize draw.	Adobe



Adobe® Creative Suite 5.5  
Production Premium



Adobe® Premiere® Pro CS5.5



Adobe® Photoshop® CS5 Extended



Adobe® Audition® CS5.5



Adobe® After Effects® CS5.5



Adobe® Illustrator® CS5



Adobe® Flash® Professional CS5.5



Adobe® Flash® Catalyst® CS5.5