HP and Adobe

Create stunning digital media and entertainment with HP Workstations.

Does your workstation meet your digital media challenges?

It's no secret that the media and entertainment industry is constantly evolving, and the push to deliver better content faster is an everyday challenge. To meet those demands, technology matters—a lot. You need innovative, high-performing, reliable hardware and software tools tuned to your applications so you can create captivating content, meet tight production schedules, and stay on budget. HP offers an expansive portfolio of integrated workstation hardware and software solutions designed to maximize the creative capabilities of Adobe® software. Together, HP and Adobe help you create stunning digital media.

The HP Difference

HP Z Workstations are engineered to optimize the way hardware and software components work together, delivering massive, whole-system computational power that helps maximize your productivity and makes creating digital media faster and more efficient than ever before.

Innovation: Enjoy next-generation technology, including the award winning Z Workstation design, to help you create and visualize even the most complex designs. This revolutionary design brings a tool-less chassis, advanced cooling and choice of power with up to 90% efficient power supplies. HP DreamColor Technology on HP Workstations puts a billion colors at your fingertips, ensuring what you see is what you get.

Performance: Advanced compute and visualization power help speed your work, beat deadlines, and meet expectations. At the heart of HP Z Workstations are the new Intel® processors with advanced processor performance technologies and NVIDIA Quadro professional graphics cards with the NVIDIA CUDA parallel processing architecture; delivering real-time previewing and editing of native, high-resolution footage, including multiple layers of 4K video. Intel® Turbo Boost[1] is designed to enhance the base operating frequency of processor cores, providing more processing speed for single and multi-threaded applications. The HP Z Workstation cooling design enhances this performance.

Reliability: HP product testing includes application performance, graphics and comprehensive ISV certification for maximum productivity. All HP Workstations come with a limited 3-year parts, 3-year labor and 3-year onsite service (3/3/3) standard warranty that is extendable up to 5 years.[2] You can be confident in your HP and Adobe solution.

HP and Adobe

Working together, HP and Adobe help you solve some of your toughest design challenges with innovative hardware and software that are tuned and integrated for better performance. Adobe revolutionizes how the world engages with ideas and information. For more than two decades, the company's award-winning software and technologies have redefined business, entertainment and personal communications by setting new standards for producing and delivering content that engages people virtually anywhere at any time. HP engineers work closely with Adobe to verify that HP Workstations can take full advantage of the features of Adobe® Creative Suite® 6 Production Premium. Adobe applications are thoroughly tested and optimized on HP Workstations, giving you greater confidence in your production solution.

HP and Adobe Working Together

Adobe Creative Suite 6 Production Premium

Adobe Creative Suite 6 Production Premium software is the high-performance toolset with everything you need to create productions for virtually any screen. You'll experience amazing performance from pre-production to post, and powerful workflow improvements. You'll also gain new tools for logging and ingesting file-based media as well as professional color grading controls. Deeply integrated and extraordinarily efficient, CS6 Production Premium gives you tools that help your work flow.

Adobe CS6 Production Premium presents a sleek, fresh new editing environment in Adobe Premiere Pro CS6, putting your media front and center and allowing you to focus on the editing process. After Effects CS6 is faster and more responsive than ever before thanks to a powerful caching system, called Global Performance Cache, while new 3D advancements such as the 3D Camera Tracker and 3D Ray-traced engine introduce a new creative dimension. Freely iterate creative ideas with the new Content-Aware tools in Photoshop, using the new GPU-enhanced Mercury Graphics Engine. New Production Premium components include Adobe Prelude, a logging and ingest tool; and Adobe SpeedGrade, which offers a state-of-the-art approach to color grading. Audition adds dozens of enhanced audio editing features and new support for control surfaces. Adobe Illustrator® is faster due to native 64-bit performance, and better integrated with After Effects due to native vector import that can be transformed into true 3D, ready to be animated. Adobe Story provides tools to write scripts, as well as plan, schedule, and share them on a fast pace. Adobe's

professional video tools are world class, offering the ability to deliver virtually any kind of video content with efficiency and creative control.

Adobe CS6 Production Premium combines these powerful, performance-optimized tools that unleash your imagination without getting in your way. Do your best work, using an intuitive, workflow that closely integrates all of the latest tools needed to bring projects of any size and scope to completion.
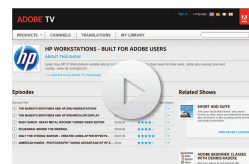
With Adobe Creative Suite 6 Production Premium, you can:

Work without interruption.
Editing in Adobe Premiere Pro is more efficient, with over 50 of the top user-requested improvements, including streamlined trimming controls and a sleek new user interface that puts the focus on your media. Global Performance Cache dramatically improves Adobe After Effects by preserving previews whenever possible, so you spend less time rendering. Jump start your edits by importing rough cuts in Adobe Premiere Pro, complete with markers and associated metadata from Adobe Prelude CS6. And the Mercury Playback engine is now more powerful with support for Open CL and NVIDIA Maximus configurations in Adobe Premiere Pro.

Let concepts flow.
Immerse yourself in the editorial process with new features like adjustment layers, improved multicam support, and the GPU-accelerated Warp Stabilizer in Adobe Premiere Pro CS6- all helping you transform footage into compelling stories. Freely exchange projects and assets between Adobe Premiere Pro and After Effects using faster-than-ever Dynamic Link. Work more quickly with blazing-fast interactions in key Photoshop editing tools thanks to the new Adobe Mercury Graphics Engine, while Audition allows for efficient and precise editing of audio. You'll also get powerful new integration when using new tools: Adobe Prelude for on-set ingest, logging, and rough cuts; 3D tracking and extruded text and shape layers in After Effects, and GPU-accelerated 32 bit-per-channel color finishing in SpeedGrade to take creativity from inspiration to realization.

" With HP and Adobe working together, we provide optimized solutions to our customers that reliably stand up to the rigors of production. CS6 Production Premium combined with the latest HP Z 64-bit Workstations deliver cutting edge technologies for image, video and sound processing that allow our customers to create high-quality content faster than any other solution."

—Bill Roberts, Director of Product Management Professional Audio and Video Solutions, Adobe

HP Adobe TV site

WATCH

http://tv.adobe.com/show/hp-workstations-built-for-adobe-users/

Meet the HP Workstation family

Combining bold design and world-class engineering, the HP Workstation family takes innovation, performance, and reliability to the next level—to give you and your business a competitive edge. HP Z Workstations are tested and certified for Adobe applications, helping ensure powerful, dependable performance. HP Z Workstations deliver enhanced workstation performance with the latest Intel processors with Intel® Turbo Boost[1] and Hyper-Threading[3] technologies, in a very affordable package that transforms the way digital media and entertainment professionals work. The next-generation system architecture enables fast and efficient performance while built-in HP reliability helps you work more productively and get the job done faster.

HP Z820 Workstation
Our ultimate workstation. >>
The HP Z820 Workstation delivers the latest performance in a revolutionary next-generation design that accelerates even the biggest, most complex digital media and entertainment projects. This high-end workstation offers the maximum in dual-socket performance, data storage, and expandability available in the HP Z Workstation line and is ideal for power users of Adobe Creative Suite Premium Production.

HP Z420 Workstation
Performance you want. Value you need. >>
The HP Z420 Workstation is ideal for digital media and entertainment professionals who need the maximum in single-socket processor power. Adobe Premiere Pro users will find this as their mainstream workstation. It combines ECC memory to handle large files, as well as the full range of 3D professional graphics and the latest Intel processors.

HP Z1 Workstation
Power without the tower. >>
When you work in the creative sector, space on your desk is often at a premium. The all-in-one HP Z1 Workstation helps you simplify your desktop, save space, and eliminate wires. It puts the performance and reliability of a complete HP Z Workstation expertly designed into the back of a 27-inch diagonal greater than HD display.[4] Add a wireless keyboard and mouse, the only cord you need is for the power supply. Better still, a tool-less chassis design makes it a snap to upgrade and maintain.

HP Z220 Workstation
Our most affordable workstation. >>
The HP Z220 CMT Workstation delivers excellent performance and was designed with Adobe Photoshop and Adobe Audition users in mind, providing the workstation power for entry-level and audio professionals to edit and mix. It provides ECC memory for larger files and is expandable up to mid-range graphics for even more 3D performance capability.

HP Mobile Workstations
Mobility for life. >>
Make no compromises on performance or durability with the HP EliteBook Mobile Workstations. Inspired by aerospace craftsmanship and materials, the HP Mobile Workstations feature a wear and smudge-resistant DuraFinish and an optional backlit keyboard for use in low-light environments. With HP rigorous design testing, all offer high performance with exceptional battery life and MIL STD 810-G testing for drops.[5] On the HP 8570w and HP 8770w you can also improve color matching from vision to production with HP DreamColor Technology.

HP Performance Series Displays
Stunning at every angle. >>

HP Performance Displays are engineered to outperform, so you can create with striking visual results. These displays deliver maximum image performance and accuracy, thanks to vivid IPS panels, 178-degree viewing angles, and up to 1000:1 contrast ratio, with top end resolutions. They also offer 30-bit panels (over 1 billion colors)[6] for outstanding visualization. DreamColor displays on both Z and mobile Workstations feature an easy dial in pre-set for seven color spaces. Rec.709 Adobe RGB pre-set now comes standard on all performance displays.
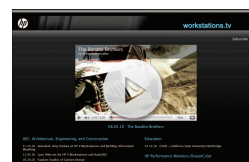
HP Performance Advisor
The built-in workstation guru. >>

HP Performance Advisor delivers a simple, effective way to keep your HP Workstation operating at its peak potential. Like having an IT pro always on hand, this helpful software wizard can take you from initial configuration and customization through the optimization of your system for each new application and driver you install.

" You don't have to have millions of dollars to show people your vision in today's media. We can shoot and then begin editing immediately to quickly show people the work. When we deployed the HP Workstations, the improvements were like night and day. What's more, we can take the HP DreamColor monitor on set with us to visually and correctly see the work we're doing."

—Jacob Rosenberg, chief technology officer, partner and director, Bandito Brothers

Bandito Brothers video

[▣ WATCH]

workstations.tv

HP Workstations for Adobe Products

Adobe products	
Adobe Creative Suite 6 Production Premium	Master the art of post production from planning to playback
Adobe Creative Suite 6 Design/Web Premium	Deliver innovative ideas for print, web, tablets and smartphones
Adobe Creative Suite 6 Design Standard	Produce high-impact print designs and digital publications
Adobe Creative Suite 6 Master Collection	Design and deliver across media
HP Z Workstations	
HP Z820	Ultimate multi-core workstation for performance and expandability
HP Z420	Performance you want, value you need
HP Z220	Most affordable, workstation performance
HP Z1	The world's first 27" all-in-one workstation
HP Mobile Workstations	
HP EliteBook 8770w	17" diagonal and HP's highest performance with DreamColor for mobile production
HP EliteBook 8570W	15" diagonal with DreamColor display and HP's most versatile for price and size
HP EliteBook 8470W	14" diagonal and HP's lightest weight HP Mobile Workstation
HP Performance Displays	
HP DreamColor LP2480zx	World's first color critical 24" diagonal LCD display that uses the DreamColor engine. Switch between several factory-calibrated color space presets—including sRGB, AdobeRGB, Rec.709 and DCI-P3— and over 1 billion colors.
HP ZR30w S-IPS LCD	30" diagonal with 4.1 Million pixels and over 1 billion colors
HP ZR2740w LED Backlit LCD	27" diagonal with 2560x1440 resolution and over 1 billion colors
HP ZR2440w LED Backlit LCD	24" diagonal with 1920x1200 resolution

Adobe professional software demands workstation power

HP Z Workstations are designed, tested, and built for Adobe users looking for high performance and extreme stability. HP does this with features that include:

- Multi-core[7] Intel® Xeon® processors
- Professional graphics cards from NVIDIA
- Microsoft Windows operating systems
- Expanded I/O, and massive storage
- Fast, reliable memory
- EPEAT® Gold-rated and ENERGY STAR®-qualified configurations

Learn more
hp.com/go/adobe and hp.com/zworkstations