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Strawberry streamlines approval workflows with Adobe Creative Cloud video tools

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Strawberry (version 5.6) project-based asset management software adds new Visual Highlighting and Task Completion features to approval workflow in Adobe Premiere Pro CC and After Effects CC

FlavourSys, an independent software company delivering products designed to improve the day-to-day workflow of any content production facility, today announced that the latest version of its Production Asset Management (PAM) tool Strawberry (v. 5.6) now offers a smoother approval workflow, especially for users of Adobe® Creative Cloud® video applications, like Adobe Premiere® Pro CC.

For years customers have used Strawberry for approval purposes. The new **Visual Highlighting** and **Task Completion** features make this process even more intuitive and accurate. While producers, artists and clients could always use the Strawberry web UI to view and comment on content, they can now draw on the previews to call-out specific areas within an image.

The drawings are visible to other users, included within the Flavoursys Panel Extension for Adobe CC. As part of the **Communications System** released earlier this year with Strawberry 5.4, editors are notified as soon as a producer or a client has highlighted his/her content and provide feedback without having to leave After Effects® CC or Adobe® Premiere® Pro CC.

"FlavourSys continues its history of tight integration with Adobe Creative Cloud applications," says Sue Skidmore, head of partner relations for Adobe. *"The new features within Strawberry allow producers and Adobe Premiere Pro CC video editors and After Effects CC artists to work together more effectively, saving production time and money."*

Visual Effects and Color Grading are just two areas that benefit from this intuitive tool that accelerates collaboration significantly. The new drawing tool within Strawberry 5.6 includes:

- A variety of shapes and a freehand tool
- A predefined set of highlighting colors
- Undo, redo and deletion functions

Also, tasks can be assigned to different artists or users, who can mark them as completed. In conjunction with Strawberry's Communications System, the artists, management, and even customers can simply see what items are still open and be notified when they are finished.

"Many of our customers have been asking for better ways to collaborate across web interfaces & creative applications," mentions Marco Stahl, Product Owner for Strawberry. *"The drawing tool*

delivers that and more, and with our tight integration with the Adobe video apps, designers, editors and producers can all contribute more visually and more effectively."

FlavourSys will exhibit at IBC in Hall 8 at booth E33.

Adobe at IBC 2018
At IBC 2018, Adobe will reveal new video features coming soon to Adobe® Creative Cloud® that bring creative power, production efficiency, and connected tools for broadcasters, brands, filmmakers, and online content creators. The upcoming release will include new production tools for motion graphics, color, audio, animation and immersive content. IBC attendees can see the features, available later this year, at the Adobe stand (#7.B35). For more information, visit www.adobe.com.

About FlavourSys
FlavourSys is an independent company founded on the principle of delivering innovative software products designed to improve the day-to-day workflow of any content production company. Strawberry, a production asset management application, was created by editors for editors with independence, efficiency and flexibility in mind. Recipient of the 2011 IBC Broadcast Engineering Award, Strawberry originated as in-house software created in a live production environment at a German Television facility. Thus, the requirements of stability and reliability were also ingrained in the product from inception. For more information about FlavourSys solutions, visit www.flavoursys.com or connect with FlavourSys on LinkedIn, Facebook or Twitter.