

Startup Gets Adobe's Attention with Cutting-Edge iPad App for Editing

New Adobe Partner Makes Creative Software Intuitive with iPad Interfaces

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CTRL+Console joins the ranks of Blackmagic Design, Dell, ATOMOS, and RED as an Adobe Broadcast Partner. The Boulder, Colorado startup has released an app that builds better interfaces for creative software, including Adobe's Premiere Pro for video editing. The CTRL+Console App brings smart design and touchscreen technology together to simplify user experience, speed workflow, and give people a more intuitive way to create.

Computer programs are designed around the limited functionality of the keyboard and rely heavily on hundreds of keyboard shortcuts to improve speed of use (photoshop has 1,069 shortcuts). The development of touchscreens offers new ways to interact with computers. However, few products address this leap in design to improve user control of the complex software modern creatives use on a daily basis.



In response, CTRL+Console turns the iPad into a powerful and versatile control surface. The app is designed to give novice and pro users a modern alternative to the slow mouse and cumbersome keyboard shortcuts. Instead of expensive hardware that only works with one program, the CTRL+Console app brings iPads into the workflow as an intuitive touchscreen for many programs (including the Adobe Creative Suite) and incorporates a cutting-edge **Gesture Control System** that allows creatives to edit faster, all while keeping their eyes on their work.

"Worth buying an iPad just for this software if you are an editor ...the gesture control is fantastic... Will make a lot of editors very happy!" ~ *racgordon* | *Via iTunes*

"Best editing companion EVER!!!" ~*Adam Reber* | *Via iTunes*

"Every day we use CTRL-Consoles for controlling our timelines for both our editing and motion graphics suites. We even unplugged our \$1,000 Mackie after I got CTRL+Console because the app is more responsive!" ~*Arthur Bell* | *Dreamlike Pictures*

CTRL+Console was born after photographer, videographer, and inventor Jeff Chow became frustrated with how difficult it is to learn and use many creative programs. He knew he was on to something when his 2012 Kickstarter campaign surpassed its goal by nearly 20%.

“iPads aren’t just for watching YouTube, they’re an elegant way to seamlessly integrate touchscreen control into our work. There’s a huge opportunity to make life better for people by improving the way we interact with computers and software. That’s what’s really exciting about CTRL+Console. That’s what keeps us innovating and thinking creatively about next-gen interfaces.” Said Jeff Chow, CTRL+Console Founder and Chief Creative.

The startup has enjoyed a supportive relationship with Adobe. In 2013 Adobe was so impressed with the Kickstarter concept that they invited CTRL+Console to demo their Premiere Pro prototype in the Adobe booth at NAB. “The folks at Adobe have been amazing! They build world-class software and our consoles make those programs easier to use. It’s a great relationship.” said Jeff Chow.

Today, the app has thousands of users around the world and maintains a 4 star ranking on iTunes. Current consoles include Final Cut Pro, Adobe Premiere Pro, and Quicktime (free). Additional programs will be added on an ongoing basis to their expanding console “library.”

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Media Materials

Website: CTRLconsole.com

Gestures Video: <https://www.youtube.com/watch?v=ZokKJC5f08A>

Photos: <https://flic.kr/s/aHsjZnHTAn>

The Kickstarter: <https://www.kickstarter.com/projects/jeffchow/ctrl-console-creativity-unleashed>

About Jeff Chow: [LinkedIn-JeffChow](#)

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