Adobe Media Encoder

Adobe Media Encoder is designed to convert video from one format to another (.mov to .flv, for example). It is also designed to convert the specifications of a video to something else (such as from 30fps to 15fps) but in the same format.

The following is an example of a basic conversion using Adobe Media Encoder to convert a Apple .m4v video file a Flash .flv file:

Step 1

• Open Adobe Media Encoder
• Either drag and drop video file(s) into the queue or select the “Add” button.
• Double-click the file preset in the queue or from the menu select “Edit” then “Export Settings.”
• In the window that opens, set the desired video settings.
• First, select the “Format” tab and click on the FLV radio button.
• Next, select the “Video” tab and make your desired adjustments.
• As an example under “Basic Video Settings,” to resize the video check the “Resize Video” box and enter the new size in either Frame Width or Frame Height. With the link icon closed the ratio of the video will be constrained.
• From the “Bitrate Settings” section adjust the “Bitrate Encoding” and “Encoding Passes.” CBR stands for constant bit rate and VBR stands for variable bit rate.
• From the “Audio” tab select either “Mono” or “Stereo” and the desired “Bitrate.” The higher the bitrate the better the quality of the audio will be and will also increase the file size.
• When ready, select the “OK” button at the bottom.
• Next, click on “Start Queue” to begin the conversion.