

Immerse yourself in Creativity

What's New for Video in Adobe Creative Cloud



Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools, along with industry-leading design, web, and photography apps. Get high performance for editing and motion graphics, easy-to-use color and audio tools, and support for the latest formats all in a single integrated workflow across desktop, touch and mobile. With frequent updates, training resources, amazing mobile apps, powerful collaboration tools, and access to your content from almost anywhere, Creative Cloud puts everything you need at your fingertips.

www.adobe.com/go/video

Free online tutorials

Get started on [After Effects](#), [Premiere Pro](#), [Audition](#) and [Adobe Media Encoder](#)!

www.adobe.com/go/video

A Complete Post-production Hub

With support for a huge range of native file formats, a new proxy workflow, integrated color, effects and audio workflows, a clean, customizable interface, and versatile output options, Premiere Pro provides a complete post-production hub that will help you deliver your best work for any screen.

Creative Cloud gives you everything you need to create visually stunning videos faster with Adobe's industry-leading, tightly integrated video and audio apps. Efficient new ingest workflows enable you to edit while you import in the background. Get broad native camera support, color and audio improvements, and performance and stability enhancements across the applications. And with CreativeSync, your assets—and those you download from Adobe Stock—instantly appear in your workflow so you can create your best work.

World's Best Creative Apps—Create visually stunning videos faster with industry-leading video and audio applications. Get higher performance for editing and motion graphics, efficient color and audio tools, and support for the latest formats, all in a single integrated workflow.

Growing World-Class Marketplace—Choose the perfect asset from a growing library of 50 million curated images and videos—including 4k videos—from Adobe Stock. Search for assets directly from within Premiere Pro and After Effects or from the Adobe Stock website.

Creative Assets Anywhere—Adobe CreativeSync puts your assets at your fingertips. With new proxy workflows in Premiere Pro, gain access to your media while editing on the go or on lightweight devices.





Adobe Premiere Pro is a professional video editing application.

Who uses Premiere Pro CC?

Editors can get straight to work with nearly any format in Premiere Pro, customizing preferences to tailor their workflows, and helping them deliver world-class work on schedule.

Filmmakers and production companies count on the powerful Premiere Pro toolset and deep integration with the other Adobe production applications to bring stories to the screen collaboratively and cost-effectively.

Corporate and event videographers rely on Premiere Pro to quickly edit and share events to enforce key messages.

Students and educators turn to Premiere Pro and Creative Cloud for state-of-the-art production tools so they can learn the filmmaker's craft, and position themselves for success.

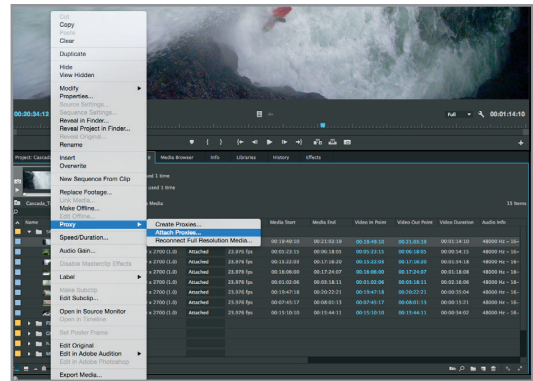
Adobe Premiere Pro CC

Edit video faster with Adobe® Premiere® Pro CC, the industry-leading nonlinear editing application. With support for a huge range of native file formats, a new proxy workflow, integrated color, effects and audio workflows, a clean, customizable interface, and versatile output options, Premiere Pro provides a complete post-production hub that will help you deliver your best work for any screen.

The next version of Premiere Pro CC will give you:

Easy proxy creation to enable you to work faster

Premiere Pro CC lets you edit virtually any type of video. Work natively with high-resolution formats up to 8K—such as RED Weapon—or with a new workflow that creates lightweight proxies at ingest directly in Premiere Pro or in Adobe Media Encoder. Users can start editing immediately—even while importing—and switch between native and proxy formats freely when using multiple devices via CreativeSync. And, with initial support for Apple Metal and H264 hardware decoding (Windows® Intel® Iris only) you get maximum performance when working on modern devices.



Easy proxy creation for working on multiple devices
Manage large files efficiently with automated ingest and proxy workflows. Best of all: you can start editing right away as your camera media is ingesting.

Enhanced Lumetri Color Tools

Color and light have never been more important and with new enhancements to the Lumetri Color tools, creative possibilities are greatly expanded. Precisely isolate and adjust specific colors using HSL secondaries. Experience finer grading control with new support for control surfaces and when viewing more readable scopes within Premiere Pro. A single click will help you set the white balance of your frame or apply a beautiful SpeedLook.

Use HSL Secondaries for adjusting specific colors.

Apply color adjustments easily and efficiently in the Lumetri Color panel.

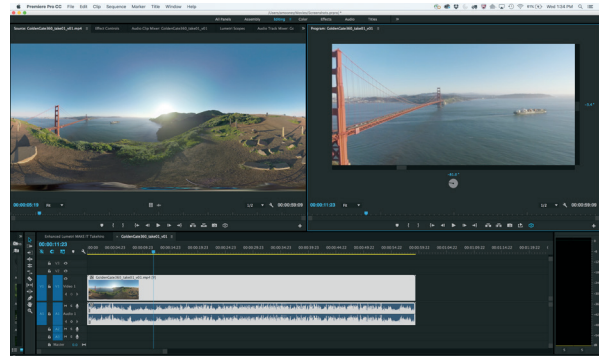
Color Correction Tools
Working with enhanced color correction tools and HSL Secondaries in Premiere Pro enable users to fine-tune their footage without leaving the NLE.

Editing Efficiencies

Editing enhancements in Premiere Pro enable you to work faster and more efficiently. Experience new keyboard shortcuts to add, adjust, and navigate keyframes and zoom in and out of the timeline to view individual frames. A new Range selecting feature lets you automatically scroll the timeline to select additional clips outside your current view while a new Remove Effects command lets you quickly choose to remove a specific effect.

VR Workflow Features

Create Virtual Reality videos with new features that keep up with rapidly developing technology. VR video mode enables you to work with imported stitched equi-rectangular video to show field-of-view so you know what your viewer is seeing when looking in a given direction. Premiere Pro export will properly flag the file so VR-capable video players, such as YouTube, will automatically recognize it.



VR Support

Get a field-of-view monitor to check viewer perspective, and export finished content, ready for playback on VR platforms, such as YouTube.

Better Captioning and Titling Options

Get new support for creating and editing open captions including font, color, size, and text positioning. Expanded titling support now includes more languages and in their native alphabets, including Arabic and Hebrew territories.

Expanded Destination Publishing Support

Destination Publishing allows you to deliver video to the most popular social media sites. Twitter has now been added to current support for YouTube, Facebook and Vimeo.



Adobe After Effects is the industry-leading motion graphics and visual effects application.

Who uses After Effects CC?

Motion graphics designers and visual effects artists use After Effects to produce intricately designed short-form content such as TV commercials, broadcast graphics, and film titles, and to create a wide range of visual effects shots.

Video editors and post-production professionals use After Effects together with Premiere Pro, providing a comprehensive solution for delivering stunning production value.

Designers love the flexible tools in After Effects that help them easily prepare dynamic media for interactive projects or to prototype motion and effects in user interfaces for digital products and services.

Adobe After Effects CC

Deliver cinematic visual effects and sophisticated motion graphics with industry-standard animation and compositing tools. A powerfully integrated workflow gives you new features that are complemented with performance enhancements and quality improvements making After Effects more responsive.

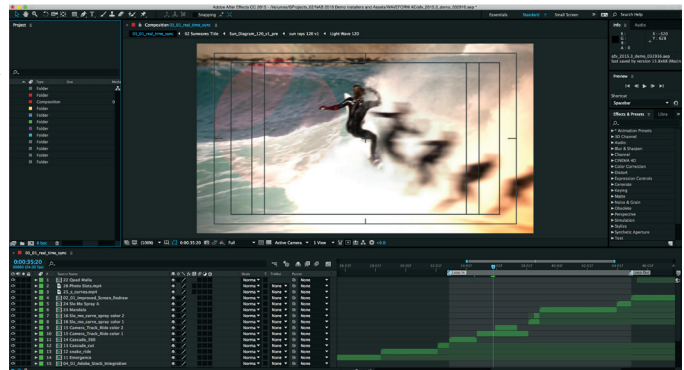
The next version of After Effects CC will give you:

Enhanced Performance

A new video and audio preview engine delivers superior playback of cached frames for a smooth experience. Get immediate feedback when navigating the application or working on compositions with overall efficiency improvements that make you feel like After Effects is keeping up with your creativity. GPU-accelerated effects for Gaussian Blur and the Lumetri Color effect enable you to render your creative choices faster.

Faster Image sequence import

gives you the ability to import images up to ten times faster over a local network or shared storage.

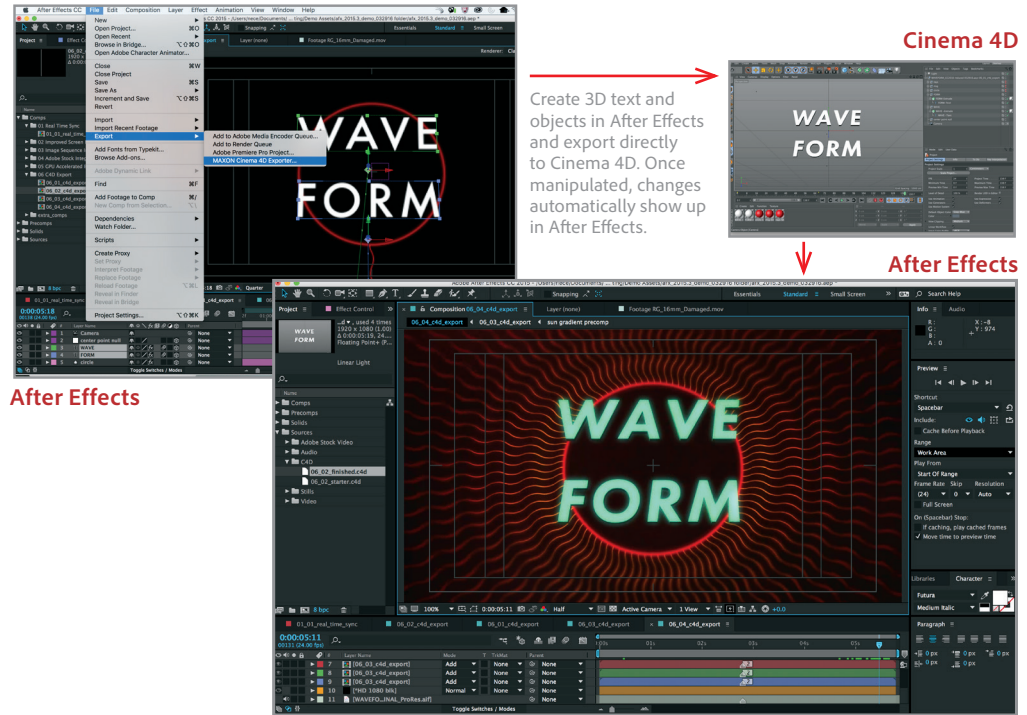


Work faster with new performance improvements throughout the application

A new preview engine delivers superior playback of cached frames. Get overall efficiency improvements when interacting with the application while GPU-accelerated effects deliver faster rendering results.

Cinema 4D Exporter Improvements

Transition a project from After Effects CC to Maxon Cinema 4D with new export options. Animated text and shape layers can now be saved directly into the Cinema 4D file format. Add depth and customizations to your text and shapes in Cinema 4D and changes are automatically updated in After Effects for a roundtrip 3D motion graphics workflow.



After Effects

Cinema 4D

After Effects

Experience a true roundtrip workflow

New export options for moving animated text and objects from After Effects to Cinema 4D offer a more flexible, more efficient Live 3D pipeline.



Adobe Character Animator is an innovative, accessible, and powerful 2D character animation application.

Who uses Character Animator?

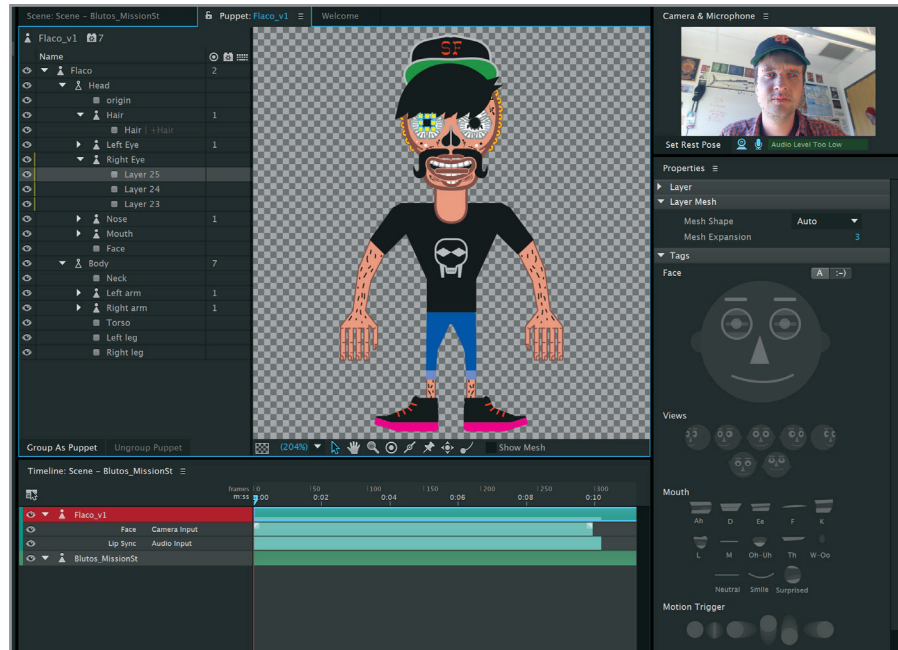
Animators who work in Illustrator, Photoshop, and After Effects have an easy and efficient way to animate their characters.

Designers and artists can bring life to their illustration work and extend their creative toolkit.

Students and educators have a new way to bring narrated presentations or other communications to life.

An easier and more efficient Character Animator

Tag puppet layers easily and record multiple takes of a character's movement. Enable your puppet to respond to motion and trigger animation accordingly. New puppet attachment modes control how each child moves with its parent. Export animations faster via Dynamic Link to Adobe Media Encoder.



Easier Puppet Tagging

Animate characters with the new puppet tag panel. Apply alternative facial, views, mouth and trigger behaviors directly within Character Animator.



Adobe Audition is a professional audio editing application.

Who uses Adobe Audition CC?

Video editors and filmmakers rely on the roundtrip workflow between Adobe Premiere Pro and Adobe Audition to enhance the production value of their work with clean, impactful audio.

Broadcasters and podcasters count on Adobe Audition to edit audio efficiently and deliver pristine audio content for the airwaves or the Internet.

Audio pros use Adobe Audition for accurate analysis, precision restoration, and to build captivating soundscapes for games or any other projects that demand great sound.

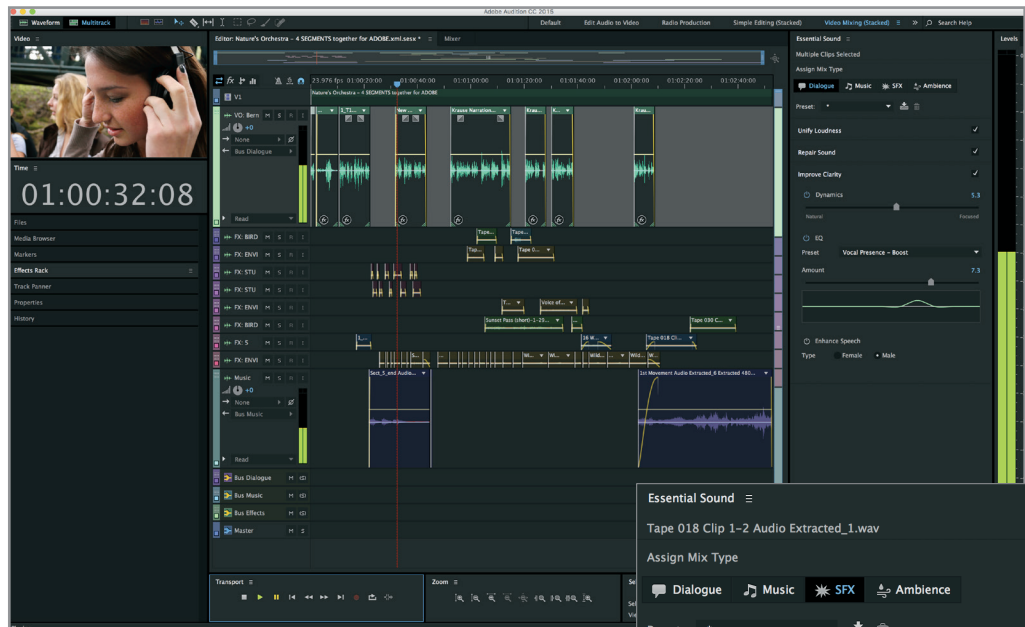
Adobe Audition CC

Mix, edit, and create pristine audio content for video and broadcast with a comprehensive toolset including multitrack mixing, waveform editing, and a spectral display that allows you to visualize and manipulate sound with incredible precision. Accelerate your video production and audio finishing workflows with more efficient features that give you a perfect, polished mix for every project.

The next version of Audition CC will give you:

The Essential Sound panel

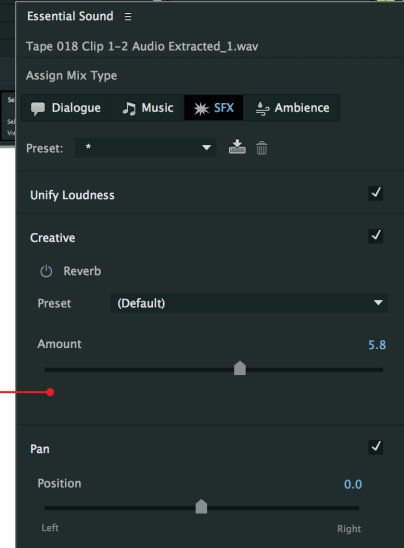
The Essential Sound panel enables novices to mix audio content with professional results in a single panel. Modeled after the Lumetri Color panel in Premiere Pro, the Essential Sound panel provides simple controls to unify volume levels, repair sound, improve clarity, and help your video projects sound like they were mixed by an audio engineer. Users can assign a "mix type" to selected clips to see specific effects and parameters suitable for that content. For example, clips assigned as Dialogue clips will see options to enhance speech, clean up background noise, and EQ presets for voice. A clip assigned as a Music clip will offer one-click access to Audition Remix. Export your video projects directly with Adobe Media Encoder, without needing to render and sync in Premiere Pro.



The Essential Sound panel in Audition

Get a simple interface to complicated effects by interpolating between defined presets, which can be developed by an audio expert and shared among a team or organization. Some features act like magic, analyzing your clips and finding the right combination of settings to get the best results automatically.

Users can easily apply audio effects such as positioning sound effects in the stereo field or applying Reverb so their sound fits into the environment it's played in.



Direct Export with Adobe Media Encoder

Export video projects with finished audio directly with Adobe Media Encoder, saving the trip back to Premiere Pro. All formats and presets are available, including formats which support re-wrap to minimize re-encoding video. Get full control over audio channel streams for multichannel audio formats, such as MXF, ensuring compatibility with your workflows and standards.



Adobe Media Encoder CC provides fast, reliable rendering and transcoding for video content.

Who uses Adobe Media Encoder?

Video editors count on Media Encoder for reliable rendering of their projects for virtually any type of deliverable.

Filmmakers use Media Encoder throughout their productions for creating dailies, DCPs for review, and for high quality final output.

Broadcast professionals transcode and render content during production and rely on Media Encoder as their workhorse for rendering content for web and televised broadcast, including AS-11 content packages.

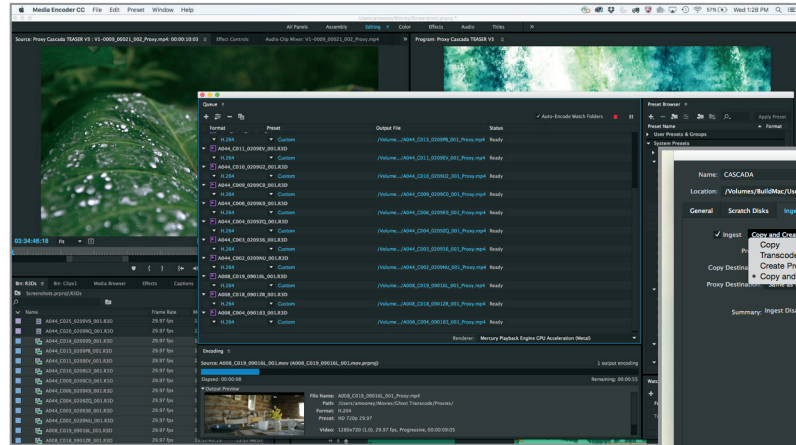
Adobe Media Encoder CC

Deliver brilliant video content for web, broadcast, and cinema. Media Encoder is now your go-to application for all your media processing and includes handy presets for a wide range of formats. Background encoding means you can keep working while your files are rendered.

The next version of Adobe Media Encoder CC will give you:

Powerful Ingest and Transcode Functionality

Save time and simplify your workflow by setting up ingest and transcoding directly from Premiere Pro CC, allowing you to start editing while Media Encoder works in the background. To access the full Media Encoder ingest, transcode, and proxy generation toolset simply open the application directly.



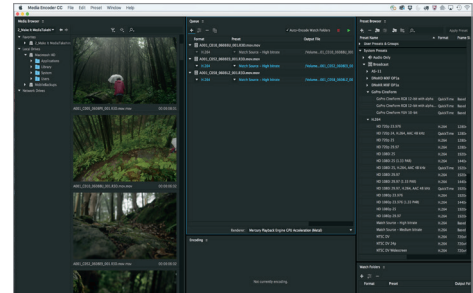
Flexible import options making creating proxies easy.

Create Proxies Directly

Users can start editing immediately—even while importing—and switch between native and proxy formats freely when using multiple devices.

A New Media Browser and Expanded Export Options

Adobe Media Encoder now brings you a unified media management tool, the same media browser found in both Premiere Pro and After Effects. Expanded export options from Audition and Character Animator make rendering from other applications more efficient, while a new Publish to Twitter feature enables you to share your videos to more social media sites.



The Media Browser in Adobe Media Encoder
Visually preview and navigate through content quickly.

Creative Cloud Libraries & Adobe Stock

Creative Cloud Libraries enable seamless workflows that simplify asset management and encourage creative collaboration. Access and share a common Library of assets when working with Premiere Pro, After Effects, Photoshop, and other desktop Adobe tools. Quickly search from over 50 million high-quality, curated, royalty-free photos, videos—even 4K video—illustrations, and vector graphics using a new filtered search. Licensed Adobe Stock assets in your library are now badged for easy identification. Videos in your library are displayed with duration and format information and have links to video previews. Access your Libraries whenever you need them, both when you are connected to the Internet and working offline.

Get Adobe Creative Cloud

The Adobe pro video applications are available exclusively in Adobe Creative Cloud. You can join for free and get 30-day trials of any of the Adobe Creative Cloud desktop applications. Paid membership offers ongoing access to all of the Adobe creative desktop applications, including new features as they become available, plus online services for file sharing, publishing, and more.

To download and learn more about Creative Cloud, visit: www.adobe.com/go/video



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