Power Your Creativity
What’s New for Video in Adobe Creative Cloud

Creative Cloud gives you the power to create, collaborate, and streamline your video workflow from start to finish. Building on 25 years of proven Adobe technologies, new features for graphics and titling, polishing audio, refining color, sharing assets, combines with performance and efficiency to keep your projects on track and you in the creative zone.

The Power to Create—Bring your creative vision to life faster than ever with a range of innovative new features, like the Essential Graphics and Essential Sound panels, which bring the capabilities of advanced, dedicated Adobe applications into your Premiere Pro editing workflow without you ever having to leave your timeline. Plus get new post-production features that deliver the results you want while giving you the performance you require.

Seamless Collaboration—Simplifying collaboration dramatically boosts productivity for creative teams and enterprise production environments. Team Projects (beta), built right into Premiere Pro and After Effects, makes collaboration as easy as editing on your own, including support for Dynamic Link and Adobe Media Encoder. Just open up a shared project and work the way you’re used to working—alongside your collaborators, wherever they are based.

Streamlined Workflow—Work more efficiently thanks to enhanced integration between Adobe Premiere Pro and After Effects or Audition, broad native and proxy format support, including VR, HDR and UHD media. Built-in access to Adobe Stock allows you to sell content, or preview and purchase assets without leaving your production tools.

Adobe Premiere Pro CC
Edit video faster with Premiere Pro CC, the industry-leading nonlinear editing application. The Spring 2017 release of Premiere Pro CC offers powerful new workflows for graphics, titles, and audio, as well as a new level of integration with After Effects and Audition.

New in Adobe Premiere Pro CC

Essential Graphics panel
Experience a modern, intuitive way to create titles and motion graphics with the Essential Graphics panel. Utilizing the familiar controls and behaviors you see in Photoshop and Illustrator, use the panel to access:

The Type tool: Create a Text layer using the Type tool and place titles and graphics directly on the Program monitor or click and drag to create a text area. The Essential Graphics panel gives you the controls to change the font, size, and color of the text. Shape Layers enables you to use Rectangle, Oval and Freeform drawing tools—and even add images or video—in Clip Layers to complete the graphic. Because the placement is directly on the Program monitor, you can easily rearrange and adjust layers and their properties within the Essential Graphics panel and see your changes in real time. Assign a title as a master graphic and every iteration of that graphic through your sequence will be linked. Alter the
master graphic, like changing the font, color or size, and see that alteration ripple through all instances created from the master graphic.

**Motion Graphics templates**: Editors can create and save Motion Graphic templates in Premiere Pro, including text, shape and clip layers. Compositions created in After Effects and saved as Motion Graphics templates allow editors to change variables such as text, color, size, layout or mood of the motion graphics—all within Premiere Pro. To work with Motion Graphics templates created in After Effects in Premiere Pro, After Effects (trial/license) must be installed. Templates can easily be shared via CC Libraries and archived in the Essential Graphics panel for easy access.

**Essential Sound panel**
As video production schedules get shorter and budgets get smaller, editors often need to achieve professional-quality sound on their own. The Essential Sound panel is now available in both Premiere Pro and Audition. It provides an intuitive, powerful audio editing experience focused on creative intent, without requiring audio engineering expertise. Users can easily assign mix types to their clips, identifying the role each clip plays in the project: dialogue, music, or sound effects. The panel then exposes effects, sliders, and tools appropriate for that type of content. For example, dialogue clips can be analyzed and set to a uniform loudness, have background noise or interference reduced, and add compression and EQ for improved clarity using simple sliders and options. Environmental sounds can also be adjusted to add a greater depth and space.

**Audio effects & improved integration with Adobe Audition**
Editors working with audio effects now have more choices within Premiere Pro. Among the many new effects, editors can use Convolution Reverb, which records a clap and applies the acoustics to a different recording to make it sound like it was recorded in the same environment, and a DeEsser which reduces sibilants and hard “s” sounds in recorded dialogue. Other audio effects have been updated to include real-time spectral displays and meters. All audio effects and key-frames transfer smoothly over to Audition without the need for intermediate rendering for an efficient, seamless audio workflow.
Destination Publishing to Adobe Stock
Editors looking to monetize their work and reach millions of creative buyers can now submit video content directly to Adobe Stock via Premiere Pro or Adobe Media Encoder. Contributing to Adobe Stock gives users the opportunity to earn royalties and gain added exposure for their creative work. When a submission is accepted, contributors can track sales in real time via the Adobe Stock dashboard.

Ambisonic audio for VR
Expanding on its best-in-class native support for VR, Premiere Pro now supports ambisonic audio export, enriching the VR experience with positionally-aware audio for VR enabled platforms like YouTube and Facebook.

And more…
New support for tactile input technologies in Premiere Pro allows editors enhanced interaction with their creative work including support and customization for the Apple Touch Bar, extending the options for keyboard-driven workflows in Premiere Pro. Dial support in Windows allows for timeline scrubbing via new Dell Canvas Totem and Microsoft Surface Dial devices. HLG (Hybrid LOG Gamma) export further allows Premiere Pro editors to work with the ever-increasing demands of HDR. Iterate on sequences faster using Dynamic Link for Team Projects (beta) and save a Team Project (beta) back to Premiere Pro.

Adobe After Effects CC
Deliver cinematic visual effects and sophisticated motion graphics with industry-standard animation and compositing tools. The Spring 2017 release of After Effects reduces the steps in your workflow, improving efficiency and expanding your creative scope.

New in After Effects CC
Essential Graphics panel
Build lower-third titles, brand identities or other graphics as Motion Graphics templates for Premiere Pro. Retain stylistic control of your motion graphics and save and access frequently-used properties when designing and versioning motion graphics compositions. Define the adjustment properties available to Premiere Pro users in your Motion Graphics templates such as text, color, opacity, and other values. Motion Graphics templates make it simple to ensure visual consistency in collaborative workflows and can be saved and shared easily via Creative Cloud Libraries.

Camera Shake Deblur
When camera movement produces unwanted motion blurred artifacts, users will appreciate the power of Camera Shake Deblur. When combined with the Warp Stabilizer VFX, the new effect salvages otherwise unusable shots due to camera bumps or undesirable motion blur that can remain when using stabilization tools. The new effect reduces motion blur by analyzing frames on either side of the selected frame to identify apparent sharpness and then uses optical flow technology to apply the sharp frames onto the blurred frames.
**Lumetri Scopes**

Apply accurate color adjustment to compositions with the aid of integrated Lumetri Scopes. As in Premiere Pro, the Lumetri Scopes panel displays resizable video scopes: Vectorscopes, Histogram, Parade, and Waveform, that help evaluate and color-correct clips. Display up to five scopes in the Lumetri Scopes panel and select 8-bit, float, or HDR, depending on your preferences and the media you are working with.

**GPU-Accelerated effects and overall performance improvements**

Render effects faster and get instant feedback on your creative choices. New to the GPU-accelerated effect list are Fractal Noise, Levels, and Fast Box Blur, giving you the classic look of Gaussian Blur (Legacy) and Fast Blur on the GPU. Also, get overall performance improvements under the hood.

**Simplified effect organization**

Simplify project organization by including source masks and effects when using a layer as an effect input. Effects that use layers as an input, such as Set Matte and Displacement Map, can now target the input layer’s masks and effects, instead of only the source of the layer. This means that for many cases you won’t need to pre-compose layers just for the purpose of being referenced by an effect.

**And more...**

After Effects now gives you support for Indian language script and those that read from right to left such as Arabic and Hebrew. You also get native support for higher frame rate footage in your compositions. Dynamic Link for Team Projects (beta) allows users to iterate between Premiere Pro and After Effects faster on shared projects. Team Projects (beta) also is now scriptable for custom enterprise workflows. Masking improvements include feathering for higher-resolution footage and additional keyboard shortcuts. Composition and layer markers can now be assigned color labels.

**Adobe Character Animator CC (Beta)**

Quickly create interactive puppets with built-in character templates or by combining different puppet parts from your Photoshop and Illustrator files. Control actions with your webcam and mouse, or use keyboard shortcuts to make heads, arms, and legs move. Character Animator automatically captures your voice and mimics mouth movements for effortless lip-syncing. The Spring 2017 release simplifies the workflow and adds new, more powerful animation capabilities.

**New in Character Animator CC (Beta)**

**Walk Cycles**

Create instant walking animations from a single profile pose simply by tagging your character’s legs, arms, and body. The new Walk behavior enables you to simulate various stride styles, like walk, run, and sneak, and automatically adapts to long or short legs and different step speeds. Walk in place or across the scene: your puppet’s feet stay planted at ground level to avoid sliding.
Viseme Editor
After recording or importing pre-recorded audio, view the various mouth shapes Character Animator has chosen for you in a separate audio track. Select, trim, delete, insert or replace individual mouth shapes via a simple right mouse click to select an alternative.

Live Streaming via Facebook and YouTube
Send your character to an external device or 2nd monitor using Mercury Transmit which supports both Mac® or Windows®. Plug-ins from manufacturers such as AJA, Blackmagic Design, Bluefish444, and Matrox, as well as IP-based technologies, such as the NewTek NDI protocol, that route video frames from Mercury Transmit to supported devices gives you the ability to broadcast your character on Facebook Live and YouTube streaming. Using multiple machines, you can output multiple puppets for a live production with animated characters that interact with each other—or the audience—in real time.

Blending Modes
Add visual interest to a puppet’s appearance by controlling how a layer interacts with the layers beneath it. Add highlights for eyes or shade body parts by choosing blending modes such as Overlay or Multiply.

Blend Modes
20 blending options allow for a wide diversity of stylistic realtime effects, from glowing fire and screens to more dramatic highlights and shadows.

Workspaces
Move through the animation process step by step with new workspaces. The Start workspace provides interactive and video tutorials, puppet templates, helpful resources on the web, and commands for creating and opening your projects. Use the Rig workspace for editing the structure and capabilities of
your puppet, such as adding and modifying behaviors, rearranging layers, adjusting keyboard triggers, and adding handles and sticks. The Record workspace is focused on capturing, reviewing, and fine-tuning puppet performances, using your webcam and keyboard controls. This is where you access the scene’s timeline, select different puppets to control or record, adjust the timing of puppets or recorded takes, and playback your performance. The Stream module helps bring everything together for polished live output.

**Nutcracker Jaw Improvements**
For simple animations without a lot of different mouth shapes, the Nutcracker Jaw has been improved to respond to the loudness of your voice. In addition, a wider range of jaw movements is now available.

**And more...**
Expanded language support includes Simplified Chinese, Portuguese, Italian, Spanish, Russian, and Korean. Improved Dangle and Cycle Layer behaviors improve overall workflow efficiency. It's easier to duplicate puppets or puppet features and additional templates help new users get started faster.

**Adobe Audition CC**
Create, refine, and mix 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 improved efficiency. The Spring 2017 release gives you flexible, streamlined workflow and tighter integration with Premiere Pro.

**New in Audition CC**
**Multichannel audio workflows**
Break out multi-channel files into separate clips in Multitrack, or pick and choose custom channel configurations for new clips. From intelligent separation of standard formats like 5.1 or Ambisonics, to the unique MXF arrangements common with broadcast and video facilities, the new multichannel workflows save time and disk space.

**Enhanced interchange with Premiere Pro CC**
Get started in Premiere Pro and move easily into Audition, thanks to enhanced timeline fidelity. Expanded integration enables a unique workflow not possible with any other industry tools, including lossless transfer of native and third-party audio effect parameters and automation keyframes, track and submix routing, timeline metadata, and renderless Dynamic Link video streaming.

**Visual Shortcut Editor**
Audition now offers a visual keyboard shortcut editor, making it a breeze to find, modify, and create custom keyboard shortcuts for any command. Compatibility when using localized keyboards with different language installations means added flexibility for any workstation. New presets let Avid Pro Tools users keep familiar keyboard shortcuts when making the switch to Audition.
Adobe Media Encoder CC provides fast, reliable ingest, rendering and transcoding for video content.

Who uses Adobe Media Encoder?

Video editors count on Media Encoder for reliable ingest and export 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.

Presonus FaderPort™ controller support

Native support for the popular and powerful Presonus FaderPort hardware controller puts an inexpensive and responsive audio mixer on every desktop, while taking up less space than a mousepad. Adjust volume, pan, mute, solo, track selection, and automation at the touch of a button. Control playback with the ergonomic transport controls, and automate workflows with the user-assignable buttons that can be mapped to any Audition command or recorded Favorite.

Updated effects

New and updated audio effects across Audition and Premiere Pro provide parity across both apps, making it easy for users to move between the two. Many existing audio effects now have spectrum meters, gain meters, and gain reduction meters for improved visibility into audio adjustments.

Adobe Media Encoder CC

Adobe Media Encoder CC provides fast, reliable ingest, rendering and transcoding for video content. Filmmakers use Media Encoder throughout their productions for creating dailies, high quality final output and DCPs for theatrical distribution. Broadcast professionals rely on Media Encoder as their workhorse for rendering content for web and televised broadcast, including AS-11 content packages.

New in Adobe Media Encoder CC

Team Projects (beta) support

Adobe Media Encoder allows you to browse Team Projects in the Media Browser and encode media in a Team Project such as file media, Premiere Pro sequences and After Effects compositions, directly in Adobe Media Encoder.

And more...

Support for Color Profiles from After Effects sources are now available while giving you the option to relink assets in sequences. Render while you continue to work in Premiere Pro and leverage streamlined bit depth and alpha channel settings.

Get Adobe Creative Cloud

Access all Adobe professional video applications, as well as Photoshop, Illustrator, and many other creative tools with your Creative Cloud subscription. Get easy and constant access to your graphic assets through the Creative Cloud Libraries panels built into After Effects and Premiere Pro. Use Adobe CreativeSync technology to keep all your creative assets—media, Looks, and more—up to date and instantly available wherever you need them—across desktop, mobile, and web apps. To download and learn more about Creative Cloud, visit: www.adobe.com/go/video