Storytelling with smarter tools
What’s coming next in Adobe video & audio

With smarter tools and flexible, connected workflows, Adobe gives you everything you need to turn ideas into stories. Spend less time on manual tasks so you can put more time into your craft. The next releases introduce new tools that accelerate motion graphics workflows, audio cleanup, color grading, character animation, 180 VR, and overall performance across applications.

Practical AI for incredible creativity
Accelerate your creativity and turbocharge your productivity with Adobe Sensei features that automate tasks—without compromising creative control. New Characterizer transforms any style of art into a vivid, animated character that you can bring to life in Adobe Character Animator CC. Make audio sound better automatically, with new Intelligent Audio Cleanup tools to remove noise or reverb from a recording. With Adobe Sensei features, such as Remix, Auto Ducking, Color Match, Auto Lip Sync, Morph Cut, Visual Search for Adobe Stock content, and now Characterizer, Adobe leads the industry in practical applications for AI technologies in the service of creativity.

Artistry meets efficiency: motion graphics workflows
Only Adobe offers a complete toolset for architecting and amplifying brands through video, making sophisticated motion graphics available for almost anyone on almost any platform. Author advanced Motion Graphics templates in After Effects, implement and customize content in Premiere Pro, source new professionally-designed templates on the Adobe Stock. Motion Graphics templates take video production far beyond what any other tools can do, bringing flexibility, efficiency, and creative power to artists and editors of all skill levels.

Introducing Project Rush: the editing platform that goes with you
Extend your editing platform with Project Rush, an all-new, cross-device app that lets you create and share professional-quality video, including simplified color, audio, and motion graphics. A common interface and background syncing make it easy to move between mobile devices and desktop systems. A shared architecture means you can open native Project Rush projects in Premiere Pro when you need to take your work to the next level. Built on core Adobe technologies from Premiere Pro, After Effects, and Audition, Project Rush gives you the power to capture, create, and deliver online content from almost anywhere. Interested? Apply to join the Project Rush beta.

Adobe at IBC 2018
See the new features in action and daily stage presentations in Hall 7 at the Adobe booth 7.B35

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing fresh footage and Motion Graphics templates. Get high performance editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

www.adobe.com/go/video
What’s New in Adobe Premiere Pro
Premiere Pro is the industry-leading video editing application, offering robust native format support, efficient workflows, and rich creative tools for color, graphics, and audio. Edit, craft and deliver beautiful content for film, TV, the web, and more.

Motion Graphics workflows
Motion Graphics templates provide a comprehensive toolset for creating and managing imagery and brand identity in video content, combining polished graphics with efficient customization in editorial. New authoring tools in After Effects streamline production in Premiere Pro with parameter grouping to organize the template and order the workflow for editors.

Data-driven infographics turn numbers into stories in Premiere Pro. Drag and drop spreadsheet files onto Motion Graphics templates to generate visual representations of your information. Even better: updates to the spreadsheet are reflected automatically in the graphic.

Intelligent audio cleanup
Instantly improve your audio by removing background noise or reverb with new Reduce Noise and Reduce Reverb sliders in the Essential Sound panel. Make audio easy with intelligent tools and take your video productions to the next level.

Storytelling with color
The Lumetri tools turn color and light into an integral part of editorial so you can refine your cuts and your color in the same creative workflow.

New Selective Color Grading tools in Premiere Pro and After Effects take the guesswork out of curve adjustments. Expanding on the Hue Saturation “donut,” Selective Color Grading offers more tools with greater precision by pairing values, such as Hue vs Hue and Luma vs Saturation, on two axes that show you exactly how much you can adjust any parameter as you work.

Who uses Premiere Pro?
Editors and video professionals can get straight to work with virtually any format or preferred workflow and deliver world-class work for any screen or device.
Filmmakers and production companies count on the rich toolset and integration with the other Adobe video applications to bring stories to the screen collaboratively and cost-effectively.
Corporate and event videographers rely on Premiere Pro to turn videos into cinematic content that shows their subjects in their best light.
Students and educators turn to Premiere Pro and Creative Cloud for state-of-the-art production tools where they can learn the filmmaker’s craft and position themselves for success.
End-to-end VR 180

Create content that puts your audience into the middle of the action and jump into immersive video with new support for VR 180, including optimized ingest, editorial, and effects, for monoscopic and stereoscopic content. Output finished videos in the Google VR180 format for YouTube or other platforms.

As with existing support for 360 content, you can view 180 media on-screen as flat equirectangular images, mouse around rectilinear VR view (also on screen), or using VR headsets with the Adobe Immersive Environment. Turn films into experiences with immersive storytelling in Premiere Pro.

**Spatial Markers:** Review immersive media more efficiently in the Adobe Immersive Environment. Place spatial markers on your media while in your headset so you can easily find those areas when you return to the desktop Timeline.

**Theatre Mode** gives you a new portable reference monitor within the Adobe Immersive Environment: a virtual screening room for collaborating with your director or producer, whether for 2D or immersive content, or a combination of both.

**Performance and format support**

Hardware-based encoding and decoding for H.264 and HEVC offer better performance and faster rendering. Improved image processing provides more responsive playback, rendering, and Lumetri Color performance.

New native format support now includes ARRI Alexa LF (Large Format), Sony Venice v2, and the HEIF (HEIC) capture format used by iPhone 8 and iPhone X. Improved visibility for QuickTime 32 files makes it easier to identify legacy media in your projects.

And more ...

Premiere Pro also introduces Timecode shortcut entry, support for the Australian Closed Captioning Standard, new language support for keyboard shortcuts, and more.
What’s New in After Effects

After Effects CC is the industry standard for motion graphics and visual effects, used by animators, editors, designers and compositors to create sophisticated animations and composites for compelling video. The new release offers more design controls and improved performance throughout the application.

Collaborative workflows with Motion Graphics templates

Long a hallmark of After Effects and the Adobe apps, connected workflows drive efficiency and empower creativity. Motion Graphics templates encapsulate complex After Effects projects into single files with simplified controls for use in Premiere Pro. Workflows like this, including Dynamic Link integrations, eliminate any need for intermediate rendering between applications, speed up production and keep your media editable at any stage of the pipeline.

Simplified authoring: Designed to streamline editorial in Premiere Pro, After Effects artists can now hand off uncluttered Motion Graphics templates with editable parameters organized into groups with custom headings and twirl-downs for showing (or hiding) each set of controls. Your editors will love you.

Font controls: Unlock font settings and enable editors to change typefaces without having to ask you to resubmit the template. Like everything else in Motion Graphics templates, you decide which elements can be customized and which should not.

Responsive Design—Time: Preserve the integrity of keyframes within flexible, stretchable After Effects compositions to protect designated regions, such as intros or outros.

Faster animation and compositing with more control

Advanced Puppet pins for Mesh Sculpting add new life to your animations. Advanced pins allow you to define the position, scale, and rotation of the pin giving you significant control over how the Puppet effect mesh deforms around that pin. Use Bend pins to create organic movements within a design, such as a breathing chest or a wagging tail.

Depth Passes: Position objects quickly and easily in 3D space. Access the depth data of native 3D elements directly within After Effects and easily composite an image layer to look as if it’s a part of a 3D scene. Apply depth effects to make elements look natural or use depth data as part of your creative workflow to simulate 3D looks. Depth passes work with either the Classic 3D or the CINEMA 4D renderers inside After Effects.
Easier & Faster Expressions: Accelerate your animation workflow with a modern new JavaScript engine. Expressions are easier to create and run up to five times faster than before.

Improved power and performance

Native Mocha Plug-In for After Effects: Track surfaces faster and more accurately with the new GPU-accelerated Mocha AE Plug-In for After Effects. Mocha AE is now an integrated plug-in with a simplified interface that runs natively in After Effects.

Performance & GPU Optimizations: After Effects runs faster with across-the-board performance improvements and nine new GPU-optimized effects, including Fill, Curves, Exposure, Noise and Color Balance (HLS), to help you work more efficiently.

End-to-end VR 180: Augment editorial workflows for immersive content with new support for VR 180 immersive content. Add VR 180 effects and work interchangeably with 180 and 360 material. Output finished videos in the Google VR180 format for viewing on YouTube or other platforms.

Format Support: Work faster with hardware-accelerated decoding of H.264 and HEVC video on macOS, and import files encoded with the HAP codec.

Selective Color Grading: Innovative new Lumetri Color tools for curve adjustments offer two axes with paired values for simplicity and precision.

And much more: Other new features include brand-new in-app learning tools for users who are starting out with After Effects, group invitations for Team Projects, Theatre Mode for previewing flat video in an HMD, the ability to set guide positions numerically, and more.
What's New in Adobe Audition

Adobe Audition provides the most comprehensive audio post solution for virtually any type of sound production work - from broadcasting to podcasting - including the best NLE integration in the industry.

Next-generation audio cleanup technologies and a modern multitrack environment give users design tools for sound, whether they are new to audio or seasoned professionals.

Intelligent audio cleanup

Instantly improve your audio by removing background noise or reverb. The new DeReverb and DeNoise effects let you dial down reverb or background noise.

Adaptive algorithms apply real-time adjustments based on the specific characteristics of sound clips. Work fast and keep it simple using the DeReverb and DeNoise sliders in the Essential Sound panel or choose them in the Effects rack for even more power and control.

Powerful recording and mixing

Build stories in sound within a rich, responsive multitrack environment with all the tools you need for recording and mixing audio projects of any kind, including video, broadcast, or podcast content. Playback 128 tracks; record 32 tracks - all at low latencies with no drop-outs and no proprietary hardware required.

With the multitrack makeover, your project looks as good as it sounds. High contrast colors and reduced clip chrome improve visibility and organization. Scale waveforms and make gain adjustments directly inside clips for visual feedback and efficient workflows.

One-click session management: Setting up a session has never been easier. Now add as many audio and bus tracks as you want - all at once. Clean up empty tracks with a single command.

Zoom to Time: Zoom presets for specific durations give you different views of your content quickly. Move easily from the big picture to the details as you work.

Improved Adobe Media Encoder integration: Save time and render just the content you need. Send selected video and audio to Adobe Media Encoder for review, sharing, or archiving.

Automatically import presets and 3rd party effects: Bring your presets, preferences and third-party effects when upgrading from previous versions of Audition.
What’s New in Adobe Character Animator

Character Animator CC unlocks a new level of artistry and enables expressive, performance-based animation in any genre, including real-time livestreaming.

Powered by Adobe Sensei AI technology, the new release dramatically expands the possibilities for original animation with Characterizer and new features that accelerate your animation, including Replays, Magnets, and more.

Characterizer

First unveiled as Project Puppetron at an Adobe MAX sneak peek, Characterizer is now a production-ready component of Character Animator CC.

Bring original art into Character Animator, record a series of words and facial expressions and Characterizer generates a new, unique character. Use slider controls to adjust the level of stylization and fine-tune regions and facial expressions to get the result you want.

Your puppet is created in seconds. Use a webcam, or other connected camera to record performances, just as you would with any Character Animator puppet, and transform your own image into a work of animated art.

More new features that advance the art of animation

Replays: Re-use your best takes, like that one great laugh or perfectly-timed fist bump, live or in recorded performances. Trigger a facial-expression or signature high five at exactly the right moment. Trim, extend, reposition and blend Replays in your timeline, after the fact, to fine tune the final result.

Magnets: Make your animations more lively using Magnets, a new feature that allows puppets to throw, drop, and pick up items, like tossing a baseball or grabbing a cup of coffee.

Squashiness Parameter in Physics: Add more life to your puppets and scenes by adjusting the squashiness parameter in the physics behaviors, allowing characters and objects in scenes to behave more like traditional cartoon animations.

Improvements to Walk Behavior: With newly added shoulder and hip tags, three-quarter view walks are now possible, adding more variety to the included walk cycles.

History Bookmarks: Access previous versions of your project’s history, giving you the freedom to experiment with new ideas and versions without fear of losing your original or current work.

And more: Improved control for arm movement with Inverse Kinematics (IK) and UI improvements, such as workspaces and a collapsible Timeline view.
Adobe Stock in video production

Adobe Stock gives you access to millions of curated, cinematic 4K, and HD videos from leading content creators like Pond5, Discover Footage, ATW Media, Rubberball, and more. You can find fresh, contemporary footage for establishing shots, to fill in the last gaps in your project, or to enrich your storytelling.

Updated search filters will help you find the perfect clip even faster. Search for footage by frame rate and by duration, whether to hone in on cinematic 24 fps content or for maximum creative latitude with a longer clip.

Who uses Adobe Stock?

Video pros and broadcasters have direct access to millions of high quality video clips and Motion Graphics templates.

Newsrooms and documentary filmmakers can quickly source contemporary and archival images and videos.

Designers and Photographers browse and add assets to their projects within their Adobe Creative Cloud apps.

Use Motion Graphics templates, including animated titling and lower-thirds with editable effects and text, to add sophistication and polish to video content. Accessible right from the Essential Graphics panel in Premiere Pro CC, Adobe Stock makes it easy to search and preview templates, and add them to the Premiere Pro Timeline with drag-and-drop ease.

Team Projects for collaboration

Integrate your team and your workflow with Team Projects in Adobe Premiere Pro, After Effects, and Adobe Media Encoder. Work with the tools you know and store your assets where you want them; Team Projects makes it easy to compare versions and combine edits, whether your team is at one location, or distributed around the world.

Improved invitations workflow: Save time by inviting collaborators to a team project using groups synced from your organization’s directory.

Connecting all the dots with Adobe Creative Cloud

Adobe Creative Cloud brings together your tools, your teams, and your media, giving you a complete production platform for any kind of digital content. World-class design apps, like Photoshop, Adobe XD, and others are all included. Find the shots and graphics you need faster with improved search in Adobe Stock. Organize your assets more efficiently with improvements to Creative Cloud Libraries. Collaborate more easily with colleagues around the world with new invite features in Team Projects. Extend your creative toolset with hundreds of third-party plug-ins, extensions, and optimized hardware integrations.