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FOR IMMEDIATE RELEASE

Adobe Announces New Release of Creative Cloud Video Apps

Creative Cloud Video apps updates include Premiere Pro, After Effects, Audition, Character Animator, Media Encoder and Premiere Rush

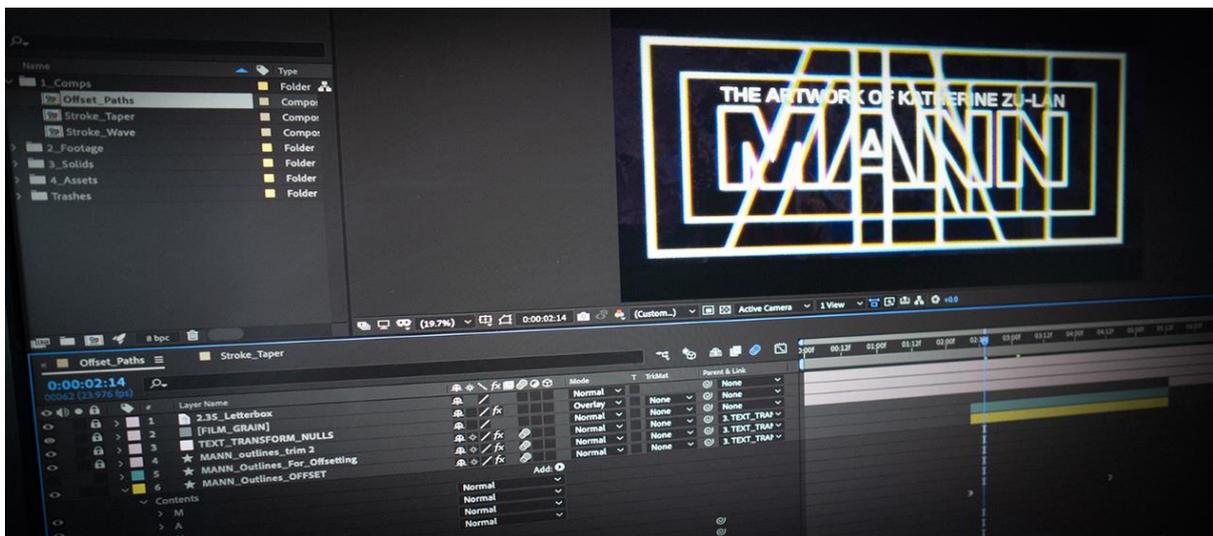


Image 1: Offset Paths, new in the latest release of After Effects.



Image 2: Create flowing lines and animations with new Tapered Shape Strokes in After Effects.

Hong Kong — May 20, 2020 — Adobe (Nasdaq: ADBE) has announced a new release of its Adobe Creative Cloud video and audio applications, including Premiere Pro, After Effects, Audition, Character Animator,

Media Encoder and Premiere Rush, with the mission of being more responsive to customers' needs and a focus on stability and performance.

Updates to its flagship apps deliver innovative new features to help video professionals and social video creators maximize their creativity, wherever they are working.

The new features and performance improvements are:

- **Premiere Pro**
 - **More streamlined graphics workflows in Premiere Pro** include an improved Pen tool with better support for Bezier curves, enabling greater precision for creating lines and shapes. Filter effects show attributes that only have keyframes or adjusted parameters so users can focus on the currently active effects.
 - **Auto Reframe in Premiere Pro** is now faster. Powered by [Adobe Sensei](#), the company's artificial intelligence (AI) and machine learning technology, Auto Reframe automatically reformats and repositions video within different aspect ratios, such as square and vertical video, accelerating workflows for social media and content platforms, such as TikTok.
 - **Support for audio files in Creative Cloud Libraries** enables Premiere Pro users to save, organize and share frequently used audio assets for easy access right from the CC Libraries panel.
- **After Effects**
 - **Tapered Shape Strokes in After Effects** give motion graphics artists new creative options for animation and design. Make tapered, wavy, pointed, or rounded strokes on shape layers. Animate the strokes for stylized looks and motion designs.
 - **Concentric Shape Repeater in After Effects** offers new parameters in the Offset Paths shape effect to create copies of a path that radiate outward or inward for funky designs with a cool retro vibe.
 - **Mask and Shape Cursor Indicators in After Effects** show which tool you're using and helps avoid unnecessary un-dos when drawing shapes and masks.
- **ProRes RAW support in Premiere Pro and After Effects** provides a comprehensive, cross-platform solution for Apple ProRes workflows from camera media through to delivery.
- **Character Animator**
 - **Improvements to Audio Triggers and Timeline filtering in [Emmy-winning](#) Character Animator** increase efficiency in animation workflows. Moreover, new background puppets, available soon [here](#), let users trigger animated elements within a scene behind their character.
- **Premiere Rush**
 - **Automatically** resize projects to the **4:5 aspect ratio** to match formats for Facebook and Instagram videos.
 - **Back camera switching** on an iOS device (requires iOS 13) enables capture from a back camera right into Premiere Rush, ensuring a moment is never missed.
 - **Imports of media from the Files app** directly from the Premiere Rush media browser on iOS devices is available, which simplifies access to files stored on devices or different cloud services platforms.
- **Hardware encoding on Windows for H.264 and H.265 (HEVC)** is available for [NVIDIA](#) and AMD GPUs, providing consistently faster exports for these widely used formats.

- **Automatic audio hardware switching** on macOS for After Effects, Media Encoder, Audition, Character Animator, Prelude, Premiere Pro, and Premiere Rush. When changing audio devices, or simply plugging in headphones, the OS recognizes the hardware and the Adobe application automatically switches to the current hardware.

Helpful Resources

The situation with Covid-19 has forced the need to adapt to remote working environments. In an effort to support the community, Adobe has put together a list of resources below to help in this challenging time.

- [Team Projects for Premiere Pro and After Effects Users – Creative Cloud Individual Offer](#)
- [Best Practices for Working Remotely](#)
- [Best Practices for Working with Adobe Partners](#)
- System requirements for [After Effects](#)
- System requirements for [Premiere Pro](#)
- [Hardware Recommendations for Premiere Pro and After Effects](#)

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