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FOR IMMEDIATE RELEASE

Adobe Premiere Rush Introduces All-new Graphics and Audio Browser with Tons of In-app Content



Image 1 : Premiere Rush introduces all-new graphics and audio browser with tons of in-app content.

Hong Kong — November 2, 2020 — Adobe (Nasdaq: ADBE) has introduced an all-new graphics and audio browsing experience, complete with hundreds of royalty-free soundtracks, sound effects, loops, transitions, animated titles to the new edition of Premiere Rush. It gives users an easier way to discover, add, and browse anything they could need to level-up the video edits.

The Adobe Premiere Rush library will be getting hundreds of new assets, but finding the best of the best is in the bag. With the new graphics and audio browser, finding audio, transition graphics, and animated titles will be easier than ever, users will be able to spend more time creating and less time hunting for the perfect look, sound, and vibe.

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More in-app, royalty-free audio

Premiere Rush has also announced a [partnership with Splice](#), who will be powering-up audio, including soundtracks, sound effects, and loops, to help users to get the perfect audio for the clips. They can now take advantage of hundreds of audio options to add to the clips, royalty-free. Whether they are looking to kick things up a notch with electronica or mellow things out with classical tunes, Premiere Rush provides a soundtrack to suit their clips.

Moreover, users can choose from tons of [sound effects](#) to tell their stories, including bells, nature, cars, laughs, cries, etc. If loops are more the speed, Premiere Rush also got them covered as well. Users will have their pick, depending on the mood, genre, and feeling they want to emote in the video. And they never have to leave the app to get the audio they need.

Beyond audio: Transitions, Pan and Zoom, Auto Reframe for everyone

Transitions can create drama, set the stage for a new direction, and up-level video content overall. Which is why Premiere Rush launched three new transitions: Push, Slide, and Wipe. With more creative freedom than ever, users can choose to implement them from the top, bottom, left, or right-hand side of the screen.

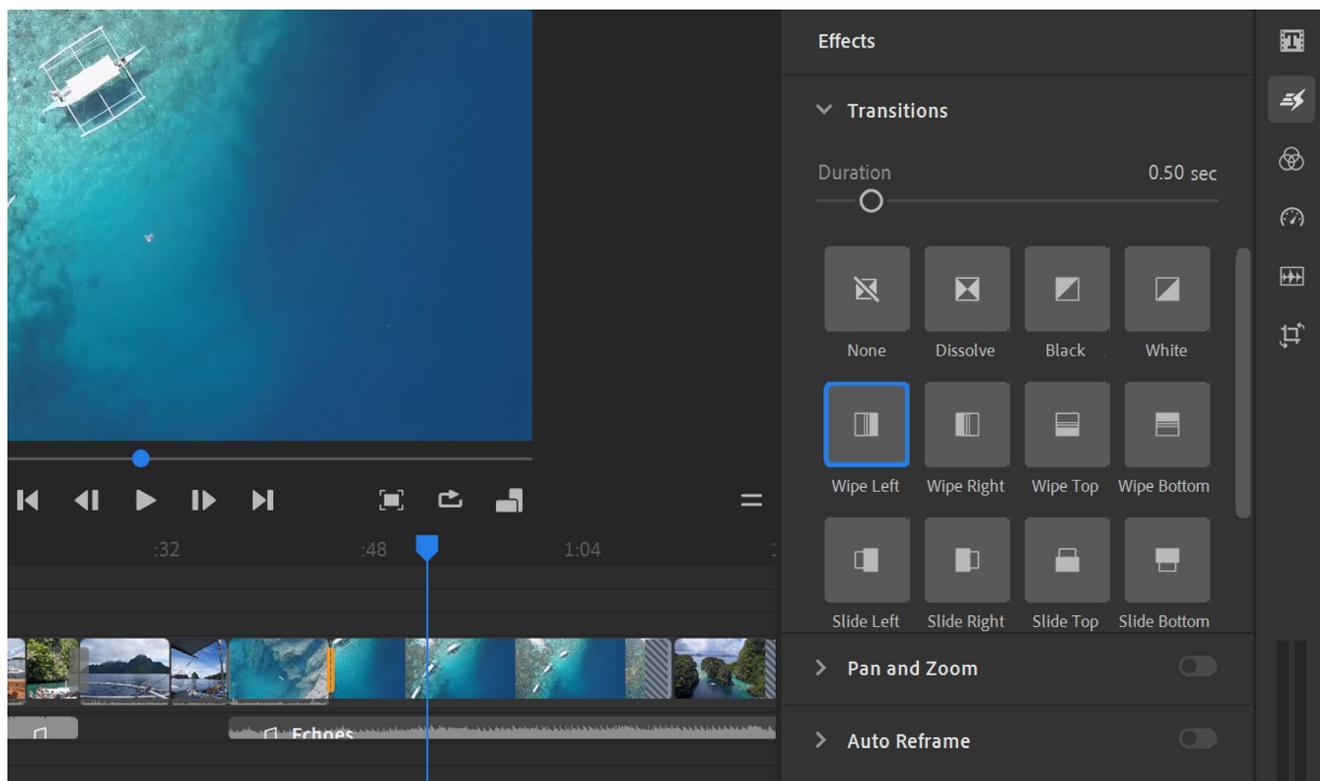


Image 2: Premiere Rush launched three new transitions: Push, Slide, and Wipe.

Plus, Pan and Zoom and Auto Reframe are now available on all platforms. Users can put the camera roll to work telling their story and bring their still photos and video clips to life! Pan and Zoom can be applied with the click of a button—automatically zooming in or out of an image. Meanwhile, users can smoothly combine photos and video by adding motion to still images, automatically animating the position and scale over time.

As for Auto Reframe, this feature uses Adobe Sensei to intelligently identify the key point of interest in the frame, reframing the clips when switching between different aspect ratios. Once identifying the point of interest in the frame, it tracks it throughout the reframed video, keeping the important parts of the shot in the frame. They no longer have to adjust clips manually, one at a time. They can select the desired output aspect ratio for the video and apply Auto

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Reframe to all the clips. If they want even more control over how the video is reframed, they can make adjustments to the tracking and customize the framing in the Motion Tracking panel.

Lastly, there will also be more animated titles to add to the videos and help the content stand out from the crowd. Watch for dozens of new titles and transition graphics including a Glitch, which are coming soon to Rush.

Pricing and Availability

All Creative Cloud subscribers can download updates to Creative Cloud [desktop software](#) today. Additionally, mobile apps start rolling out globally today and can be downloaded in the [Apple App Store](#) and [Google Play Store](#).

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