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FOR IMMEDIATE RELEASE

Effects Panel Coming Soon to Adobe Premiere Rush

Hong Kong — June 22, 2020 — Adobe (Nasdaq: ADBE) has previewed the new Effects Panel, which houses Transitions and Motion Effects in Premiere Rush, the first all-in-one cross-device video editing app, while Auto Reframe and Pan and Zoom (professional cropping, panning and zooming), two of the most requested features, will be tucked neatly into Motion Effects.

Automatically reframe clips with the click of a button
Auto Reframe uses Adobe Sensei, the company's artificial intelligence and machine learning platform to automatically reframe videos — identifying the point of interest in the frame and tracking it throughout the reframed video. While keeping the object or main action in the frame, footage looks polished without the need to do any manual work. This feature also gives users the flexibility to fine-tune the footage easily.
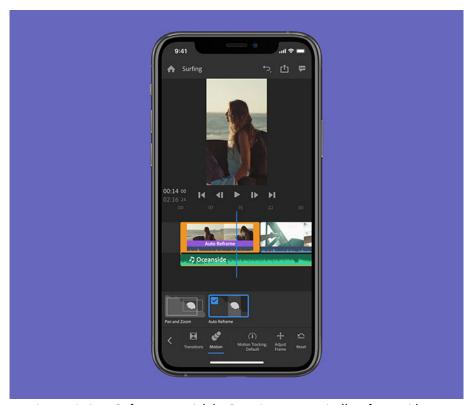
Image 1: Auto Reframe uses Adobe Sensei to automatically reframe videos.

Auto Reframe makes adjusting the aspect ratios of videos quick and simple. Whether the clips were shot on a camera or phone and destined for Instagram or YouTube, they can now come together with just a few clicks. This enables users to quickly and easily create projects with aspect ratios suited for different platforms, from clips of any shape and size. This new feature automatically keeps the most important part of the shot in the frame by intelligently identifying the actions in the clip when switching between landscape, square, vertical, 4×5, 9×16, and more, and thus is ideal for clips with a lot of movements, like surfing, festivals, travel, or other high-action moments.

When users import the clips, Premiere Rush automatically detects their aspect ratios. If the video clips are in different ratios, they no longer have to adjust them manually, one at a time. They can select the desired output aspect ratio for their video and apply Auto Reframe to all the clips.

Users can then customize the framing with "Adjust Framing" and change the speed of how Auto Reframe tracks the action in the video with the Motion Tracking menu, which lets them choose from slow, default, and fast options so movement is smooth and coherent across multiple clips, and everything is always where they want it in the frame.

Bring photos to life with Pan and Zoom
Users can now leverage more help from the camera roll to tell a story and add static images to the video by using Pan and Zoom in the new Effects Panel. They can bring photos to life by animating them with motion so they smoothly combine with the rest of their clips.
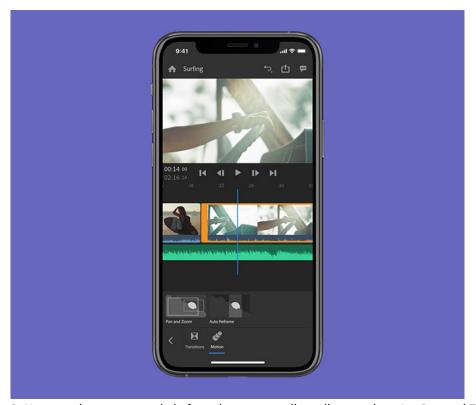
Image 2: Users can leverage more help from the camera roll to tell a story by using Pan and Zoom.

Users can add motion to static images in the clips by changing the scale and position of the frame across the image over time - set the focus of the frame, then drag a box to where they want the clip to land on the image. They can set In and Out points of the animation. Positioning the Pan and Zoom effects helps users direct the viewer's attention to the particular parts of their image that help tell their story and bring it to life.
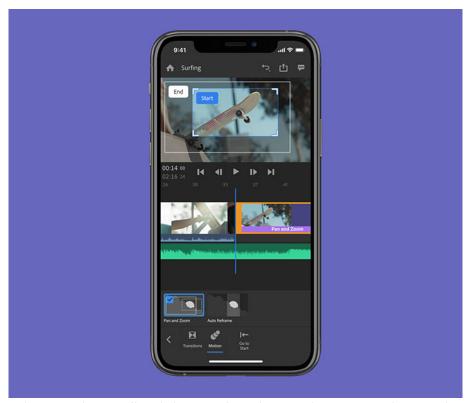
Image 3: Positioning the Pan and Zoom effects helps users direct the viewer's attention to the particular parts of their image that help tell their story and bring it to life.

To try Auto Reframe in Premiere Rush, users can download the Public Beta version of Premiere Rush on iOS, Android, or desktop.

To learn more about the sneaks of Premiere Rush, please visit here.

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