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FOR IMMEDIATE RELEASE

# Adobe Announces New Auto Reframe Feature for Premiere Pro Video Editing App

**Sensei-powered video feature intelligently reframes and reformats video content for different aspect ratios, from square to vertical to 16:9.**

**Hong Kong — 18 September, 2019** — Adobe (Nasdaq: ADBE) announced that a new Auto Reframe feature will come soon for its Premiere Pro video editing app, that intelligently reframes and reformats video content for different aspect ratios -- from square to vertical, to cinematic 16:9 versions -- allowing video creators and broadcasters to optimize content for different platforms much more quickly than previously.

The new feature is powered by Adobe Sensei, the company's AI/machine learning framework that accelerates manual production tasks, without sacrificing creative control.

Auto Reframe will save users valuable hours by automating the tedious task of manually reframing content every time a different video platform comes into play. It can be applied as an effect to individual clips, or to whole sequences.

A video demonstrating the new feature is [here](#).

This exciting new technology will launch on Premiere Pro later this year. Leveraging Adobe Creative Cloud, video creators can:

- 1. Get working immediately**  
Start to edit as soon as the media is available.
- 2. Start closer to the finish line**  
Create their project templates and standardize workflows.
- 3. Edit efficiently**  
Work flexibly in the way they think in Premiere Pro.
- 4. Utilize animated, motion graphics created by After Effects in videos**  
Motion Graphics templates bring After Effects into editorial with customizable designs for animated graphics, titling, lower thirds etc.

**5. Fix audio way faster**

The Essential Sound panel makes audio mixing easier and faster.

**6. Export streamlined workflows faster**

Deliver precision-optimized output for any platform or playout system.

**7. Integrate and accelerate workflows with other creators**

Over 300 technology partners extend the Adobe production platform, allowing production houses to save money and deliver faster.

**About Adobe**

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