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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.

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