



Public relations contacts
Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Ann Wai / Rosa Yip
Newell Public Relations
(852) 2117 5017 / 2117 5011
annw@newell.com / rosay@newell.com

FOR IMMEDIATE RELEASE

Streamlined Workflows from the latest Adobe Creative Cloud Video and Audio Applications Make Storytelling Easier

Hong Kong — September 29, 2020 — Adobe (Nasdaq: ADBE) has announced new features in Premier Pro including Scene Edit Detection, powered by Adobe Sensei, and HDR for Broadcasters, along with a series of performance improvements for Premier Pro, After Effects, and Audition in response to the evolution of today's current environment. The improvements are aimed at helping content creators, broadcasters, and social video creators find new ways of working.

In Premier Pro, Scene Edit Detection allows editors to quickly find cuts in previously edited video, faster and more accurately, thanks to [Adobe Sensei](#). The new feature adds cuts and markers so that users can apply effects to individual shots and re-edit previously rendered content quickly and efficiently.

Meanwhile, HDR for Broadcasters enables users to produce programming in Rec2100 HLG HDR for modern HDR broadcasting, including automatic color conversion, HDR scope support, color space overrides for incorrect metadata, and full color management for Apple ProRes and Sony XAVC Intra formats.

At the same time, [Quick Export](#) (in public Beta) offers easy access to the most popular and frequently used export settings, right from the header bar in Premiere Pro. Editors can choose the default high-quality H264 output with matched Source Settings.

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Image: HDR for broadcasters in Adobe Premiere Pro

To modernize the 3D experience in After Effects, Adobe is currently testing two new features in public Beta - 3D Transform Gizmos and Camera Navigation tools.

3D Transform Gizmos help users navigate a scene faster and more intuitively. Scale, position, and rotate layers with helpful guides that shows how far a layer or object has been moved and how many degrees it has been rotated. Users can switch between gizmo modes to focus on a single task and make precision adjustments efficiently. Camera navigation tools are designed to give artists an intuitive and flexible approach to navigate 3D spaces. The new default scene camera streamlines scene setup. Adding multiple cameras to a scene showcases various viewpoints and intuitively orbit, pan, and dolly around objects using customizable keyboard shortcuts.

Performance improvements across Premiere Pro, After Effects, and Audition include ProRes multicam performance in Premiere Pro can support up to 2x more streams, accelerating editing workflows with this widely used format. Channel effects are now GPU-accelerated, providing up to 1.65x faster performance in After Effects. These include Minimax, Shift Channels, Set Channels, and Channel Combine. OpenEXR Previews for multi-part and multi-channel files are now up to 3x faster in After Effects (this improvement was included in the August performance update for After Effects). Faster Effects scanning for VST3 and VST2 plugins in Audition and Premiere Pro means faster launch times for users with third-party audio plugins. Effects scanning is up to 15x faster on macOS and up to 10x faster on Windows.

For Character Animator, a new Sequence Take feature is coming soon, which allows users to arrange selected takes on the Character Animator timeline (similar to the Sequence Layers function in After Effects). Arranging and playing takes one after the other helps them [streamline workflow on the Timeline](#). Users can learn more about [what's coming to Character Animator](#) or download the Character Animator Beta.

The latest release of the above apps is available for download via the Creative Cloud desktop application, including both the release version and the public [Beta](#).

Pricing and Availability

The above Creative Cloud applications will be available to customers via a variety of [Adobe subscription plans](#), while a Premiere Rush mobile-only plan is available for HKD\$38.

For more information of Creative Cloud Video, please visit [here](#).

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