



Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing fresh footage and Motion Graphics templates. Get high performance editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips. www.adobe.com/go/video

2023 Product Descriptions

Resources for Adobe video & audio partners.

This guide provides up-to-date messaging for the Adobe video and audio products, including Premiere Pro, After Effects, Audition, and Adobe Media Encoder. Adobe video partners can copy or adapt this content for their own materials.

Submit your content to Adobe for approval before publishing marketing copy or press announcements.

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Third-parties must use correct Adobe product names in headlines and the first mention in body copy. Trademark symbols are no longer required, but an attribution statement in legible print must be included.

- Correct headline: **Adobe Premiere Pro**
- Correct first mention: *Adobe Premiere Pro*
- "Adobe" may omitted in subsequent mentions: *Premiere Pro*
- Incorrect: *Adobe, Adobe-Premiere, Premiere*

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The Adobe video apps include Adobe Premiere Pro, for editing and refining videos, After Effects, for motion graphics and visual effects, Adobe Audition, for audio editing and mixing, and Adobe Media Encoder for rendering and exports.



Premiere Pro is the world's most popular professional video editing software.

Adobe Premiere Pro

The world's best editors choose Adobe Premiere Pro.

Premiere Pro is the world's most popular video editing software. Its industry standard precision editing and trimming tools let you quickly craft the perfect story. You also get hundreds of tools for creating eye-catching transitions and effects, mixing audio and music to build the perfect soundtrack, and professional animated titles that pack a punch. Plus, innovative AI features powered by Adobe Sensei greatly simplify and speed up mundane tasks. Built-in collaboration tools let multiple editors work together from anywhere in the world and make it easy to share rough cuts with remote reviewers. Premiere Pro is used to create feature films like *Everything Everywhere All At Once*, hit shows like *The Bear*, award-winning documentaries and indie films, Super Bowl commercials, and standout social media content that's seen by millions of viewers every single day.

New: Text-Based Editing in Adobe Premiere Pro

Text-Based Editing is an entirely new way of editing video that's as simple as copying and pasting text. Rather than reviewing hours of footage to find the right sound bites, assemble and edit video sequences right from the transcript. Create rough cuts faster with Text-Based Editing in Premiere Pro.



After Effects is the industry standard for motion design.

Adobe After Effects

Adobe After Effects, the world's most powerful motion design software.

For three decades, After Effects has set the standard in motion design by giving users both animation and compositing tools in one application. Eliminate time-consuming repetitive tasks with Adobe Sensei while leveraging real-time performance during creative iteration. Tight integration with Creative Cloud applications and the broadest industry support with thousands of third-party plug-ins give motion designers and video editors the ability to design down to the finest detail, while never compromising their creative vision.

New: Properties panel in Adobe After Effects

The properties panel transforms motion graphics creation with quick access to the most important animation settings, without having to navigate through multiple layers to make a simple change.



Adobe Audition is a professional application for audio storytelling and sound design.

Adobe Audition

Audio editing and sound design for podcast, broadcast, and video production

Adobe Audition is the industry's best audio cleanup, restoration, and precision editing tool for podcasting, video, and sound design. Audition gives audio creators a professional digital audio workstation that combines multi-track recording, mixing, advanced waveform editing, and integration with Adobe Premiere Pro, for streamlined audio production.



Adobe Media Encoder provides rock solid rendering for video exports and production formats.

Adobe Media Encoder

Rock solid rendering for production formats and final deliverables

Ingest, transcode, create proxies, and export to almost any format with Adobe Media Encoder. Automate your workflows with presets, Watch Folders, and Destination Publishing. Use Time Tuner to invisibly adjust the duration of output files, and apply LUTs and Loudness corrections without having to re-open projects. Tight integration with Adobe Premiere Pro, After Effects, and other applications provide seamless workflows for transcoding and exports.



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