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Media Alert: Adobe Unveils Photoshop Elements and Premiere Elements 2023 with Faster, Easier Photo and Video Editing

- Elements 2023 introduces easy-to-use AI-powered features, enhanced animation features for photo editing, new artistic effects for videos, 100 new audio tracks and faster app performance
- Elements 2023 enables anyone to easily create unique, personalized, professional-quality photos and videos without requiring prior skills, thanks to over 87 step-by-step Guided Edits
- New web and mobile companion apps make it easy to view, create and share photos and videos on the go

SAN JOSE, Calif. — Sept. 29, 2022 — Today, Adobe (Nasdaq:ADBE) announced Photoshop Elements 2023 and Premiere Elements 2023, including all-new features that make creative photo and video editing simple for users at any skill level. The new releases incorporate new Adobe Sensei AI-powered features to enable intuitive, streamlined editing, and offer step-by-step Guided Edits that everyone from beginners to advanced users will appreciate. Going beyond the desktop app, Elements 2023 also offers a connected experience with new web and mobile companion apps (English-only beta) that ease on-the-go photo and video access, viewing and sharing.

“We believe everyone should be able to create anything they imagine,” said Ashley Still, senior vice president, digital media marketing, strategy & global partnerships at Adobe. “With Photoshop Elements and Premiere Elements, anyone can bring their creative visions to life in new ways with AI-powered editing, hands-on learning content and the flexibility to enjoy their creative content from any location.”

Whether consumers want to make quick editing adjustments or explore advanced artistic options, Photoshop Elements and Premiere Elements dramatically simplify the creation and sharing of inspiring visual content. Some of the many innovative new features in Elements 2023 include:

- **AI advancements for photos and videos** let you add **Moving Elements** to photos, so you can bring a touch of movie magic to waterfalls, clouds and backgrounds in still images, then save in social-ready formats including MP4 (videos) and GIFs (animated photos); **Artistic Effects** inspired by popular art styles let you transform entire video clips with one click.
- Take photos to the next level with **updated creative content** including new backgrounds, patterns and skies.
- Use **new collage and slideshow templates** to showcase your photos in fun ways.
- Create with **Peek-through Overlays** to create the illusion of depth in photos.
- Choose the perfect soundtrack for everything from home movies to class projects with **100 new audio tracks** in Premiere Elements.

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- **Enjoy enhanced performance and stability**, with up to 35% faster installation, 50% faster launch times, a 48% reduction in app size and up to 70% faster launch times on Apple M1-powered Mac computers.
- Enjoy on-the-go access to your photos and videos by using the **new mobile companion app** (English-only beta) to upload to the cloud, streamlining your creation and editing of photos and videos on the desktop.
- Do more from any browser by using the **new web companion app** (English-only beta) to share and view edited photos and videos, and create photo collages and multimedia slideshows.

Pricing and Availability

Photoshop Elements 2023 & Premiere Elements 2023 are now available for purchase at www.adobe.com and most major retailers for \$99.99 USD each, or bundled for \$149.99 USD.

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