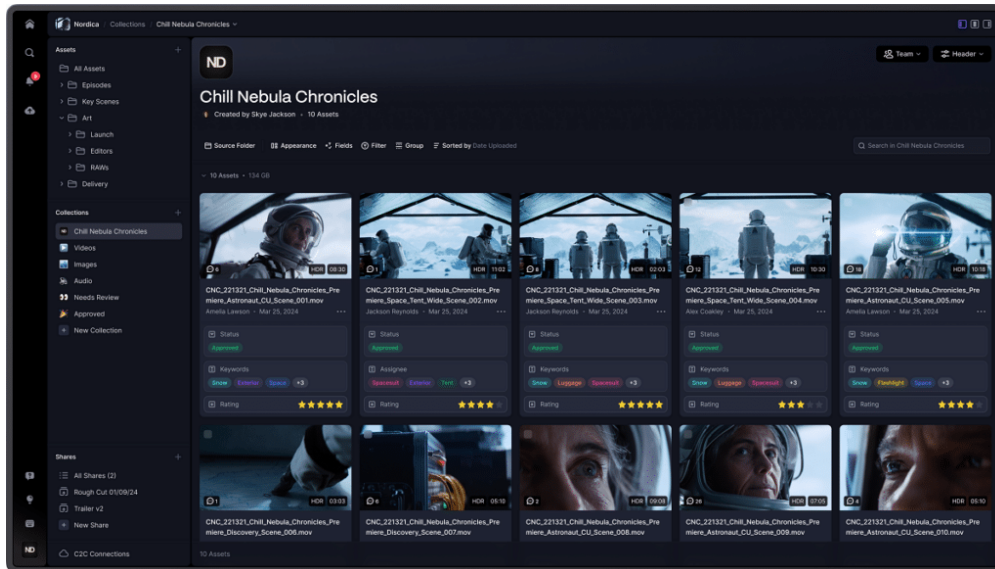


Adobe unveils next-gen Frame.io: streamlined content creation for all

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Adobe has unveiled Frame.io V4, a completely revamped creative collaboration platform designed to empower teams across video, design, and more. As content demand explodes, creative professionals struggle with disconnected tools and workflows. Frame.io V4 tackles this challenge by centralizing feedback, reducing revision cycles, and accelerating media delivery.

A Flexible Platform for Modern Content Creation

Frame.io V4 boasts a dynamic metadata framework and “Collections,” a smart folder system, offering a fully customizable and powerful platform for any creative workflow. File transfer, review, approval, sharing, and presentations receive a complete overhaul, providing users with a more intuitive experience for even the most demanding projects.

“As the demand for all content types – from video and images to design and documents – continues to skyrocket, the needs of Frame.io’s community have evolved. Companies, brands and individuals all need one unified platform that streamlines how teams and stakeholders come together to ideate, collaborate and create, no matter the creative project,” said Emery Wells, Co-Founder of Frame.io, and VP, Creative Product Group at Adobe. “With all new capabilities that achieve clear, centralized feedback, fewer revisions, and faster delivery of media assets, V4 is a game-changer for all creatives and production teams – offering the space for greater focus to deliver their best work.”

Simplifying Complex Workflows Across the Content Lifecycle

With the average adult consuming over half their day with media, content creation remains plagued by

disconnected processes. Frame.io V4 addresses this by supporting every step of the creative journey, across disciplines. Teams can now orchestrate projects from conception to delivery with features like:

- **Workflow Management:** A new metadata framework lets users organize assets based on their team's needs, moving beyond rigid folder structures. Collections allow dynamic filtering, grouping, and sorting based on metadata. Later this year, Frame.io will integrate with Workfront for a unified review and approval workflow.
- **Creative Review and Approval:** A redesigned player delivers an immersive viewing experience for various file types. Enhanced commenting features empower richer feedback and tighter review cycles.
- **Sharing and Presentation:** A consolidated workflow offers a seamless experience for browsing, previewing, and customizing content in a single view.

Beyond Video: Supporting Diverse Creative Disciplines

Frame.io V4 expands its capabilities beyond video, offering powerful workflows for photography and imaging. The platform's flexibility caters to creatives across the content development lifecycle, regardless of the media type.

Examples of V4 in Action:

- **Casting & Auditions:** Group audition tapes, filter by selects, and display relevant metadata. Assign tasks and facilitate review and rating for team members.
- **Location Scouting:** Manage location searches, compare potential sites, organize reports, and handle logistics for optimal shoots.
- **Daily Footage Reviews:** Streamline access to video dailies, ensuring talent and executives only see relevant materials. Actors see their takes, while executives view dynamically updated collections organized by shooting details.
- **Marketing Campaign Management:** Organize review and approval for all campaign assets by distribution channel and type, with metadata like specs and media spend.

Enhanced Collaboration Through Integrations

Frame.io V4 deepens its integration within the Adobe ecosystem:

- **Creative Cloud:** Frame.io is currently integrated with Premiere Pro and After Effects. Integration with Photoshop for Creative Cloud Enterprise customers starts in May, with support for more tools and segments coming later this year.
- **Workfront:** Later this year, a unified review and approval workflow streamlines collaboration across teams.

- **GenStudio:** This generative AI offering for marketers leverages Frame.io alongside other Adobe applications to automate content production at scale.

Over 4 million users rely on Frame.io for seamless video review and approval, enabling video editors and stakeholders to collaborate effectively. Leading agencies, media companies, and global brands trust Frame.io for their video production workflows. The platform has been instrumental in creating Oscar-winning films, groundbreaking television shows, and music videos for industry icons.

Frame.io V4 begins its beta rollout today for Free and Pro customers across web, iPhone, and iPad. The full launch is planned for later in 2024. For more information on Frame.io V4's innovations, visit the [Frame.io blog](#).