

LANDR Launches New Audio Mastering Tool for Video Editors

A.I.-based engine provides editors with free high-quality finished audio for their Adobe Premiere Pro CC video projects.

LOS ANGELES, October 15, 2018 – At the Adobe MAX creativity conference, LANDR Audio Inc. announced the launch of a new cloud-based service that provides professional video editors and video makers with A.I.-based audio mastering to use in Adobe® Premiere® Pro CC, part of Adobe Creative Cloud®.

The new service, called LANDR Audio Mastering for Video, makes it easy for editors to get great sounding finished audio without the time, costs or technical expertise typically associated with professional audio mastering. The new tool analyzes the audio content of a timeline and intelligently applies a unique set of adjustments that makes it all sound great together. Dialogue pops, cutting through cleanly against music or background elements. Music sounds better. Levels are balanced. Sibilance, shrill voices, and bass dynamics are kept in check. And it all comes alive with a professional sounding glow - just like when working with a professional sound engineer.

The cloud-service provides a cost effective and time-saving option that can serve as an alternative to mastering plugins or working with an audio engineer, which aren't always practical options for quick turnaround productions or iterative reviews.

“LANDR’s core A.I.-based mastering technology is highly production proven, having been used by over 2 million artists to master almost 10 million songs. We feel that the benefits of LANDR can expand beyond music and help video editors easily improve the overall quality of the sound in their video projects. Building our service to work with Adobe Premiere Pro CC was a natural fit for us, as we believe that it’s all about empowering creatives to be more successful,” said Pascal Pilon, CEO of LANDR.

Video editors understand that high-quality finished audio is as critical as great looking video, but perfecting the final audio can be time-consuming, technically difficult, and costly. LANDR makes it as easy as 1) selecting the region of the timeline to master, 2) previewing your master with or without adaptive noise reduction, and then 3) placing the rendered final result back in your timeline.

LANDR Audio Mastering for Video integrates directly into Adobe Premiere Pro CC and provides editors with a simple to use workflow for previewing mastering results prior to processing the entire final timeline.

“As the industry-leading video production software, Adobe Premiere Pro CC gives creatives a seamless, integrated workflow, said Sue Skidmore, head of partner relations for professional video at Adobe. “Now with the rise in popularity of online delivery channels, there’s an explosion of content, and audiences have come to expect high levels of quality in their media regardless of how they watch. Tools like LANDR Audio Mastering for Video truly level the playing field for all creators by lowering the barrier to entry for audio mastering so that everybody can have great sounding finished audio in all their video projects.”

Ideal for a broad range of video projects including corporate, public service announcements, product reviews, beauty & cooking shows, web series, and more, LANDR Audio Mastering for Video is available for free through [Adobe Exchange](#). Users signing up before December 31 will have access to a free 3-month trial plan that provides unlimited audio processing. After the 3-month trial period, users will have the option to continue using the LANDR service in a low-cost pay-as-you-go mode or with cost-effective and flexible subscription plans.

For users interested in finding out more about LANDR, visit video.landr.com, or come to the Adobe MAX Video Village where the LANDR team will be showcasing the power of their tools in person.

About LANDR

LANDR enables musicians to create and get heard. Using big data and machine learning to instantly master audio files, LANDR gives music creators a custom, professional master for a fraction of the cost of traditional studios. LANDR also provides creators with organization and workflow tools built for musicians, making it an invaluable creation platform for artists before, and after, releasing music.

About Adobe MAX

Adobe MAX brings together the world's best creative minds, industry luminaries and celebrities. MAX 2018 keynote speakers and presenters include Academy Award-winning filmmaker [Ron Howard](#), comic book artist [Nicola Scott](#), one of the world's most prolific photographers [Albert Watson](#) and comedian [Tiffany Haddish](#), who will host MAX Sneaks – a preview of technology innovation brewing in Adobe Research. A livestream of the Adobe MAX keynote presentations can be viewed [here](#) on Monday, October 15 starting at 9 a.m. PT and on Tuesday, October 16 starting at 10 a.m. PT.