

Press release

For immediate release

MAGIX introduces Video deluxe 2025

The next generation of the popular video software by MAGIX will be equipped with more artificial intelligence. Speech-to-text generates subtitles from the audio track with the press of a button.

Berlin, May 27, 2024 – With Video deluxe 2025, the Berlin-based software developers are taking their best-selling video editing product line for beginners to the next level. MAGIX adds a number of features to the new version for more power and creativity when editing personal videos. Content creators will also be tempted to switch to Video deluxe Plus or Premium as a result of the free access to audio and video for commercial use from over one million items of stock content.

MAGIX is integrating innovative AI functions from the cloud into its desktop apps using Microsoft's Azure Cognitive Services. The software company is consciously relying on the Microsoft platform and its AI expertise in order to use its constantly growing number of services for its own growth. For example, the Text-to-speech feature was developed using this platform, which allows users to quickly and easily add a voiceover to their videos. The AI Speech-to-text tool works in the opposite fashion. It speeds up the process of adding subtitles to a video by transcribing speech from an audio track. The generated subtitles can be edited and enhanced with effects. Both features were first introduced in the professional video software VEGAS Pro, which is also developed under MAGIX. With version 2025, Video deluxe will also be equipped with intelligent voice services for all versions of the license.

Following the introduction of the AI Style Transfer and Colorize effects in the semi-professional product version MAGIX Video Pro X16, Video deluxe 2025 now offers the option of creative image modification. Furthermore, the new version allows both subscription and perpetual license customers access for working with Hub functions. For example, if anyone wants to include photos from friends and family in their video projects, that person can share a link that allows others to upload their media to a secure cloud.

Video deluxe 2025 highlights at a glance:

- **AI Text-to-speech**
- **AI Speech-to-text**
- **AI Style Transfer:** Use the styles of well-known artists such as Pablo Picasso or Vincent van Gogh creatively in your own videos or photos
- **KI Colorize:** Realistic coloring for black-and-white images
- **Cloud-based functions for every type of license:** Unrestricted use of premium content including video, photo and audio files in your video projects, cloud storage, multi-device access to your files, and convenient collaboration on shared projects
- Simplified recording function
- All-in-one suite **BBC Chroma Key Studio:** High-precision green screen editing for replacing specific parts of images (exclusive available in Video deluxe 2025 Premium)

“With our ‘video editing for everyone’ concept, we offer beginners and home editors modern tools that are superior to the features provided by free smartphone apps in terms of breadth and professionalism and deliver impressive results quickly. This is our way of meeting the demands of video editing newcomers, who want to create infotainment within the shortest possible time and

with the lowest possible barriers when getting started." says Kay Dittfurth, the Video deluxe Product Owner at MAGIX.

MAGIX is also responding to new market demands with an updated pricing and product strategy. Video deluxe 2025 will exclusively be available in the advanced Platinum and Suite versions in the in-house store at a new, reduced price. The streamlined product range is intended to provide customers with a better overview for choosing the most suitable software. Simultaneously, the focus will be on the sustainable further development of this core product.

Price and Availability

Perpetual license:

Video deluxe Plus: 49,99 EUR (Upgrade: 29,99 EUR)

Video deluxe Premium: 59,99 EUR (Upgrade: 39,99 EUR)

12-month subscription (price per year):

Video deluxe Plus: 47,88 EUR

Video deluxe Premium: 59,88 EUR