

## Press release

For immediate release

### **MAGIX releases new Video Pro X16 with a major AI update**

#### **The video editing software for ambitious hobby filmmakers receives new AI tools, permanent license holders can access hub functions**

Berlin, April 29, 2024 - With version 16, Berlin-based software developer MAGIX is updating its Video Pro X editing software, the flagship of the Movie Studio family. Hobby filmmakers and video enthusiasts can use AI tools to reduce labor-intensive editing steps and discover new possibilities for creative design. Additionally, users of the perpetual license gain access to the Hub functions previously only included with a subscription. In doing so, MAGIX is fulfilling a frequently expressed customer request.

**AI Speech-to-text:** Video Pro X automatically transcribes the spoken audio and creates subtitles. These can be customized and enhanced with animation effects.

**AI Text-to-speech:** Converts text input into audio commentaries and voiceovers. You can choose from numerous languages with different language styles.

**AI Style Transfer:** This effect applies the styles of well-known artists such as van Gogh or Picasso to videos. The resulting intensity can be adjusted as required, as with any other effect in Video Pro X.

**AI Colorize:** Black-and-white footage can be realistically colorized in just a few steps. Users do not need to have any prior knowledge of color editing.

**Stock content:** For the first time, customers with a perpetual license have access to royalty-free stock material such as video, music and sound effects. A total of over one million items of content are available.

**NewBlue Effects Suite "Infinite Looks":** This effects package offers over 25 effects and numerous presets that users can customize as desired.

“With the new version, we are primarily fulfilling the wishes of our long-standing users for practical AI tools that make everyday tasks more efficient. That's why we've also granted perpetual licenses access to previously subscription-exclusive features,” says Gary Rebholz, Chief Product Officer of the video department at MAGIX.

### **Price and Availability**

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Price of perpetual license: \$179.00

Price of perpetual license (upgrade): \$129.00

Price of 12-month subscription: \$83.88