

Insta360 Collaborates with Adobe to Simplify 360° Video Production in Adobe Premiere Pro CC

April 17, 2018 - Los Angeles, Ca - Working in close cooperation with Adobe, Insta360 has developed a new integration for Adobe® Premiere® Pro CC video editing software, part of Adobe Creative Cloud®. The integration allows users of Insta360's six-lens professional camera, the Insta360 Pro, to complete every part of their 360° video post-production workflow — from stitching to editing — in Premiere Pro.

“A major part of growing the 360° video industry is simplifying post-production, so that pros can use the skills they already have to explore a new medium,” said Sue Skidmore, head of partner relations for professional video at Adobe. “We’re thrilled that Adobe’s flagship video software is now ready to stitch, edit and polish content captured by the industry-leading Insta360 Pro.”

The free extension will be released during Q2 to users of Premiere Pro CC 2017 and later.

Introducing “No-Stitch Editing”

Once users install the new Insta360 extension for Premiere Pro, they can directly import Insta360 Pro content into Premiere Pro.

The extension allows users to start editing before ever stitching their original footage, drastically cutting down stitching time at the outset of a project. To accomplish this, it generates a proxy version of the full-quality footage — a quick-stitched, lower-resolution substitute for the project.

Working with a proxy version instead of the original footage has three key advantages:

- Stitching time at the outset of the project is greatly reduced — down to just what’s necessary to generate the proxy video.
- The software can perform smoothly during editing — without the processor-dragging challenge of navigating and displaying an 8K video file.
- The video is only compressed a single time, during final export, achieving maximum image quality. In a traditional workflow, there would be two compressions — one during initial stitching and one during final export.

Once the proxy video has been generated, creators can trim it and apply any edits as they normally would in Premiere Pro.

The last step is to export the video. During export, all changes made to the proxy version will be applied 1-to-1 to a full-quality version, and the footage involved will be stitched using Insta360’s optimized algorithm.

The upshot is that creators maximize their time, minimize compression, and lump in stitching with the final export, after all of their work is done.

Learn more about the Insta360 Pro at [Insta360.com](https://www.insta360.com).

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About Insta360

Established in 2014, Insta360 creates the world's most advanced and accessible 360-degree cameras. Lightweight and portable, Insta360's products can be used for tourism, real estate, journalism, events and conferences, and by intrepid storytellers everywhere. Insta360 empowers users to create virtual-reality (VR) content and broadcast immersive experiences to the world with 360 live-streaming.

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