

Media Contact for VEGAS Creative Software:

Kevin M. Bourke, BourkePR

508.259.6018

kbourke@bourkepr.com

FOR IMMEDIATE RELEASE

VEGAS Creative Software Unveils Major New Update to VEGAS Pro 21 at NAB 2024

*New AI-Powered Smart Masking, AV1 GPU Support and VEGAS Hub Availability for
Perpetual Licenses; Introduces Beta Version of AI Text-Based Editing Feature*

Madison, Wisconsin (April 10, 2024) - VEGAS Creative Software

(www.vegascreativesoftware.com) today announced another major new upgrade to its flagship VEGAS Pro family of video/audio editing tools, VEGAS Pro 21. With the release of this new free update to VEGAS Pro 21 during NAB 2024 in Las Vegas next week, the VEGAS Creative Software team introduces a number of advanced features and workflow enhancements that add significant improvements to the VEGAS Pro workflow for the Creator Community.

Additionally, Chief Product Officer for VEGAS Pro, Gary Rebholz will speak on a panel discussion in the newly-launched Creator Lab during NAB 2024. In the discussion, Rebholz will share insights on best practices in video editing, as well as insights into the newest innovations that impact the Creator Community. For more information or to attend the panel discussion, please visit [here](#).

Update for VEGAS Pro 21: What's New for the Global Creator Community

The update, which is available for free to everyone who already owns VEGAS Pro 21 as well as anyone who upgrades from a previous version of VEGAS Pro or buys for the first time, represents a significant advancement for the Creator Community. It includes AI-powered features and capabilities that greatly enhance the sophisticated video and audio editing workflow for creators of all skill levels. The update also introduces a number of performance-enhancing

features that help accelerate workflows for users. Key new features introduced in the update to VEGAS Pro 21 include:

- *AI Text-Based Editing (in Beta)*: Brand new and in beta testing, the Text-based Editing feature works along with the VEGAS Speech-to-Text feature. The tools analyze any dialog-based video file and create a transcript of the spoken dialog in that file. The user can then edit the video directly from the transcript. Simply delete a section of text, or cut and paste text, and VEGAS Pro 21 automatically edits the events on the timeline to match the edits made in the transcript. Additionally, this feature works both ways; trim an event on the timeline, and VEGAS Pro 21 automatically edits the transcript to match. This feature is available for beta testing and will be generally available as a complete feature in a future version.
- *AI Smart Mask 2.0 Plugin*: This plug-in uses AI to identify objects in a video and accurately mask them. Users can create up to eight separate masks and apply tracking to them so that the masks follow along with objects in the video, even if they are in motion. The feature makes it possible, for instance, to replace a video background even if the footage was shot without a green screen.
- *AV1 GPU Support*: Support for AV1 continues to grow in this new update to VEGAS Pro 21. With this feature, AV1 decoding utilizes the GPU on NVIDIA and AMD hardware that supports AV1 decoding. This gives the user far better timeline performance, often at full frame rate, when the edit includes AV1 source footage.
- *Optimized GPU Processing for AVC & HEVC Files*: VEGAS Pro 21 now employs a newly optimized and more efficient pipeline for decoding more AVC and HEVC file sub variants. This results in much better timeline playback performance with higher, more consistent frame rates for accurate previews.
- *HEIC/HEIF Support*: VEGAS Pro 21 now contains a native HEIC/HEIF decoder which allows you to add HEIC/HEIF files (like those often shot on a mobile device) to the VEGAS Pro 21 timeline and edit them along with any other video format.
- *VEGAS Hub Features for Perpetual License Users*: VEGAS Hub features are no longer exclusive to subscription customers. Perpetual users can now enjoy the benefits of Text to Speech and Speech to Text—including the new Text-based Editing feature—VEGAS Content downloads, Media Share, and more.

For a detailed list of all of the new features, updates, and improvements to VEGAS Pro 21, please visit [here](#).

The VEGAS Pro Lineup and Pricing

VEGAS Creative Software offers a focused product lineup that provides the tools users need for their specific workflow requirements and budget. The caliber and breadth of the software provides content creators all the tools they need to “finish” using the VEGAS lineup without the need to launch third-party apps.

Spring Sale

VEGAS Creative Software is also introducing special pricing at the release of this new update as part of its annual Spring Sale. These sale prices are available to customers beginning immediately and are available through May 1, 2024.

VEGAS Pro 21 is available in three options:

VEGAS Pro Edit

Ideally suited for pros, content creators, aspiring editors, novices, and even consumer/enthusiasts who want the pure VEGAS editing experience, VEGAS Edit includes:

- VEGAS Pro 21
- Regular Pricing:
 - \$143.88 USD/year
 - \$199.00 USD for a new perpetual license

- Spring Sale Pricing:
 - \$95.88 USD/year
 - \$149.00 USD for a new perpetual license

VEGAS Pro Suite

Designed for aspiring and professional content creators like filmmakers, social media influencers, YouTubers, and others, VEGAS Pro Suite includes:

- VEGAS Pro 21
- Mocha VEGAS
- SOUND FORGE Audio Studio
- ACID Music Studio
- Boris +Primatte chroma keying software
- Regular Pricing:
 - \$191.88 USD/year
 - \$299.00 USD for a new perpetual license
- Spring Sale Pricing:
 - \$119.88 USD/year
 - \$199.00 USD for a new perpetual license

VEGAS Pro Post

Developed for content creators who require a complete video/audio editing and high-end compositing and RAW image compositing workflow experience, VEGAS Pro Post includes:

- VEGAS Pro 21
- Mocha VEGAS
- SOUND FORGE Pro
- ACID Pro
- Boris +Primatte chroma keying software
- VEGAS Effects for high-end compositing
- VEGAS Image for RAW image compositing
- Regular Pricing:
 - \$299.88 USD/year (one time payment per year)
 - \$399.00 USD for a new perpetual license
- Spring Sale Pricing:
 - \$299.88 USD/year
 - \$299.00 USD for a new perpetual license

For a complete list of new features or to purchase VEGAS Pro 21, please visit [here](#).

About VEGAS Creative Software

VEGAS Creative Software was born from a passion for creating amazing video and audio content. Based in Madison, WI, Berlin, Germany, and Dresden, Germany, the VEGAS Creative Software team is a band of technologists and artists, some going back to the very early days of VEGAS, but who all share the same vision: to empower content creators of all skill levels with the finest video and audio tools for post production available. For more information, or to become a part of the VEGAS community, please visit www.vegascreativesoftware.com.