



Wondershare Filmora 15

Accelerate Your Team's Video Creation with AI

Centralized control, secure access, and a collaborative all-in-one platform for streamlined video production workflows — all in a cost-effective solution.

Security & Compliance

Enterprise – grade
Management

Short Learning Curve

Commercial-ready
Extensive Assets



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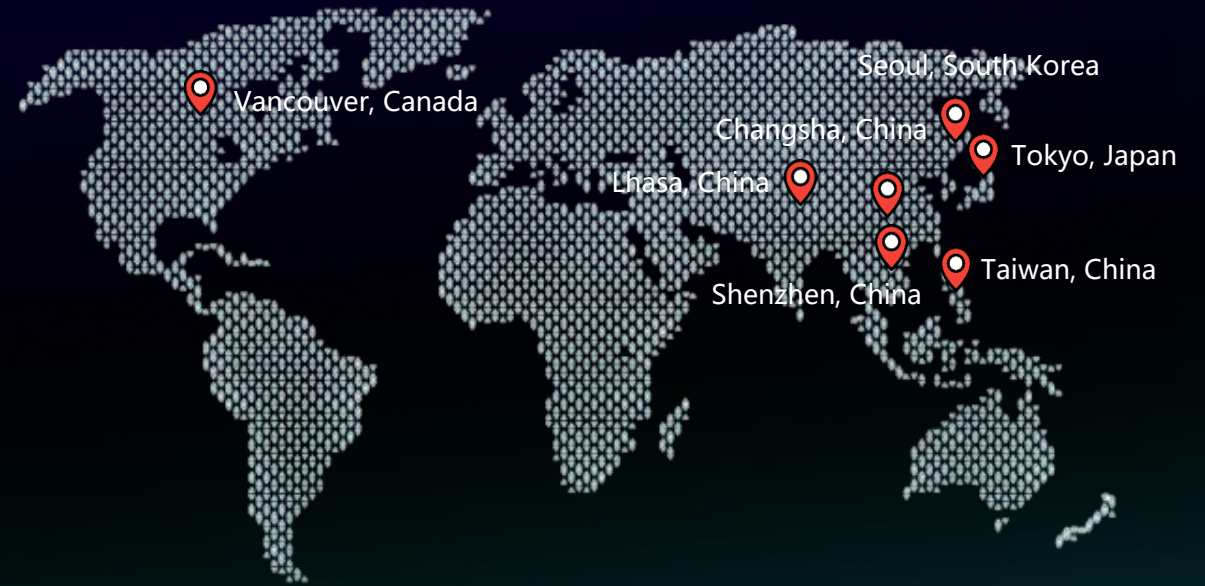
About Wondershare

Founded in 2003, Wondershare is a global leader in software development and a pioneer in digital creativity.

We provide simple and easy-to-use software to millions of users in over 200 countries and regions.



**World's Leading Digital Creativity
Enabler for the New Generation**



2B+

Cumulative Active Users

1600+

Employees worldwide

200+

Countries & Regions

30+

Main Software Products

20+

Languages Supported

Trusted by Companies Worldwide

 **TOYOTA** **HITACHI** intel  **HYUNDAI**

 **CISCO**  **IBM** **SAMSUNG** **SIEMENS** 

 **HSBC**  **DBS**  **Stanford University**  

 **P&G** **LONGINES**  **FUJIFILM** **Deloitte.**  **PUMA**

Trusted by Educational Institutions Worldwide



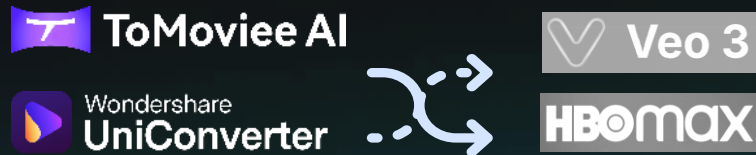
Ministry of Education
SINGAPORE



Wondershare Product Matrix

Wondershare Product Matrix

Video Creativity



PDF Solutions



Data Management

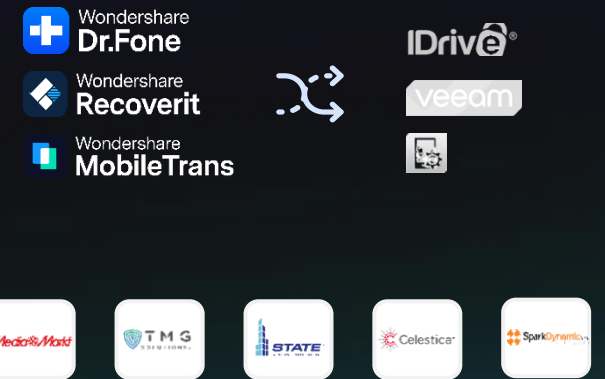
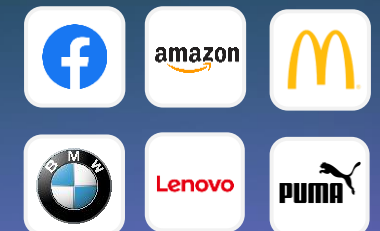
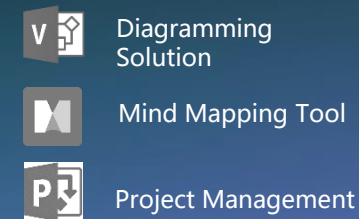


Diagram & Graphic



About Filmora

Meet Wondershare Filmora

Product Position

AI-powered All-in-one Professional Video Creation Platform

Launched in 2015, Since its launch in 2015, Wondershare Filmora has empowered millions of video creators worldwide. Built with an intuitive, user-friendly interface, Filmora enables teams to produce high-quality content with greater speed and ease. Its comprehensive editing tools and extensive media assets support diverse creative needs across industries, while advanced AI capabilities further accelerate every stage of the production workflow. Combined with centralized control, secure access, and a collaborative all-in-one platform, Filmora delivers a streamlined and efficient video creation experience for modern businesses.



1M+

Enterprise Users

150+

Countries and Regions

500M+

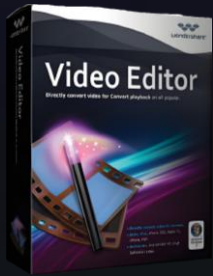
Media Assets

20+

Language Supported

Brand History

1



Filmora was born.

2015

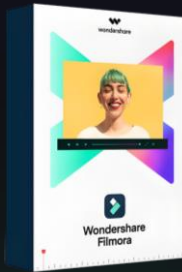
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Refreshed and streamlined editing interface. Up to 100 video and audio tracks, Improved video stabilization, Keyframing, color matching, and fundamental pro-level editing tool.

2018

10



AI Portrait, Auto Reframe for social-media optimized aspect ratios, Integration with Filmstock effects & asset library.

2020

11



More stable workflow for mid-level creators. RGB curves, third-party cloud drives, TTS support SRT files, countdown effects.

2021

12



Stronger workflow support. New audio transitions, assets backup & sync, Filmora achievement program, new animated titles, new audio driven effects.

2022

13



Clear move toward an ai-augmented creative platform. AI object remover, smart search, advanced mosaic effects, image sequence import.

2023

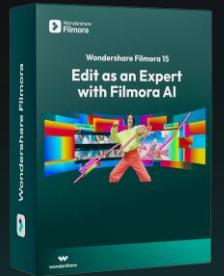
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Expanded AI creative tools. Smart scene cut, multi-camera editing, AI sound effect, AI video enhancer.

2024

15



Continuously expanding AI & to professional tools. AI extend, pen tool, animated charts, dual timeline editing, dynamic captions, import subprojects.

2025

Why Filmora

Security & Compliance

Privacy information management certified.

Enterprise – grade Management

Centralized access & permission control to ensure secure and controlled usage.

Commercial-ready Extensive Assets

Access various templates, effects, music, and filters to boost creativity while saving time and ensuring commercial use.

Short Learning Curve

Intuitive and easy-to-navigate interface — no extensive training required to master the product.

Cost-effective

Ideal budget-saving suit for business, professional tools with 1/3 price.

AI Empowered

Powered by Veo 3 and Sora 2, a wide range of AI features empowers your team to bring ideas to life swiftly.

Filmora Target Industries



Education

Creating instructional videos, online tutorials, e-learning content, video lectures, and animated educational materials.

Examples: K-12 education, higher education, tutoring & training centers



Marketing & Advertising

Producing promotional videos, social media ads, product demos, explainer videos, and short-form content for platforms like Instagram, TikTok, and YouTube.

Examples: Digital marketing/creative & Branding agencies, marketing research & consumer insights firms



Video Creation Industry

Empowering creators to transform ideas into polished, engaging, multi-platform videos with intuitive tools, rich resources, and faster end-to-end production workflows.

Examples: independent creators, influencers, video production studios, Podcasting



E-commerce & Retail

Product showcases, unboxing videos, promotional campaigns, and customer testimonial videos.

Examples: Online Marketplaces, retail brands, cross-border E-commerce Sellers



Corporate & Business

Internal training videos, presentations, corporate announcements, onboarding videos, and video newsletters.

Examples: Enterprise training, internal communication teams, sales & consumer success teams



Healthcare & Wellness

Patient education videos, wellness tutorials, fitness routines, mental health awareness campaigns.

Examples: Hospitals & medical institutions, health education, fitness & personal training businesses



Consulting & Professional Services

Showcasing service capabilities, project portfolios, pitch decks, and industry insights through video.

Examples: Consulting firms, legal services, financial advisors

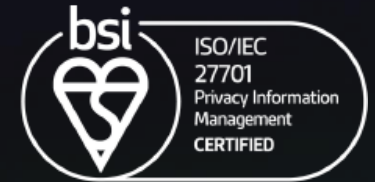


Government & Non-profit

Producing educational outreach, public service videos, and community engagement campaigns.

Examples: NGOs, public institutions, civic organizations

Awarded by Top Industry Authorities



Top-rated on All Key Apps



Core Features



Filmora 15

The Future of Effortless Video Editing Powered by AI



[Click to Watch Filmora 15 Brand Video](#)

Core Features Overview

Create with AI From Idea to Video in Minutes

- ✓ AI Video Extender New
- ✓ AI Idea to Video Hot
- ✓ Google Veo3 Integration Hot
- ✓ Smart Short Clips Hot
- ✓ AI Image to Video Hot
- ✓ AI Color Palette Hot
- ✓ AI Video Translation Hot
- ✓ AI Object Removal
- ✓ AI Video Enhancer
- ✓ Audio to Video
- ✓ AI Video Denoise
- ✓ Smart Scene Cut
- ✓ AI Speech-To-Text
- ✓ AI Text-To-Speech
- ✓ AI Voice Cloning

Edit with Precision Professional Control Made Simple

- ✓ Dual Timeline Editing New
- ✓ Pen Tool New
- ✓ Animated Charts New
- ✓ Mocha Filmora Hot
- ✓ Multi-Camera Editing Hot
- ✓ Dynamic Captions New
- ✓ Batch Processing Hot
- ✓ Cross Platforms Collaboration Hot
- ✓ Text Animation
- ✓ Video Stabilizer
- ✓ Video Animation
- ✓ Path Curve
- ✓ Advanced Compression
- ✓ Keyframe Animation

Create with Abundance Commercial-use Assets Ready to Go

- ✓ Templates Hot
- ✓ Stock Media Hot
- ✓ Effects Hot
- ✓ Music & Sounds Hot
- ✓ Filters & LUTs Hot
- ✓ Plugins
- ✓ Titles
- ✓ Transitions
- ✓ Stickers

Core Feature | Create with AI

AI Video Extender New

Extend Video Length Seamlessly with AI

- Take full control over how your story unfolds. Extend video forward by 5 seconds or backward by up to 8 seconds.
- No steep learning curve. Get started instantly, extend with your imagination.
- Keep original motion, lighting and subjects consistent.



Core Feature | Create with AI

AI Idea to Video

Hot

Turn Your Imagination into Stunning Videos

- Simply input your video concept, and Filmora's AI will transform your text into a stunning video.
- From generating a story script and matching scenes with visuals and dialogue to finally producing the AI video.

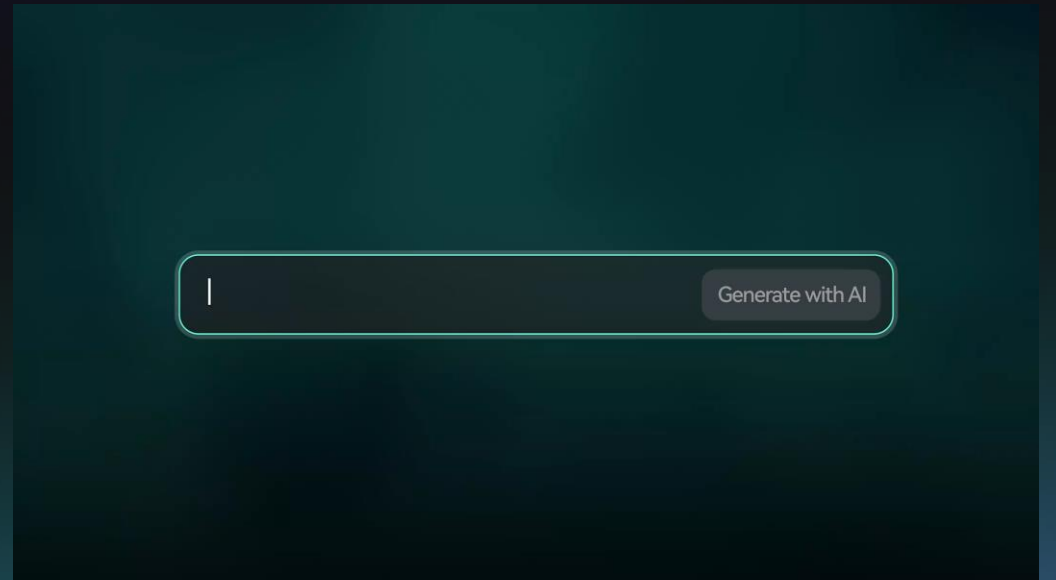


Core Feature | Create with AI

Google Veo 3 Integration Hot

Effortless Hollywood-quality Video Creation with Native Audio

- Professional camera movements, cinematic lighting effects, film-grade composition.
- Natural dialogue with lip sync, environmental sound effects, background music integration.
- Automatic prompt optimization, multi-language support, content safety filtering.

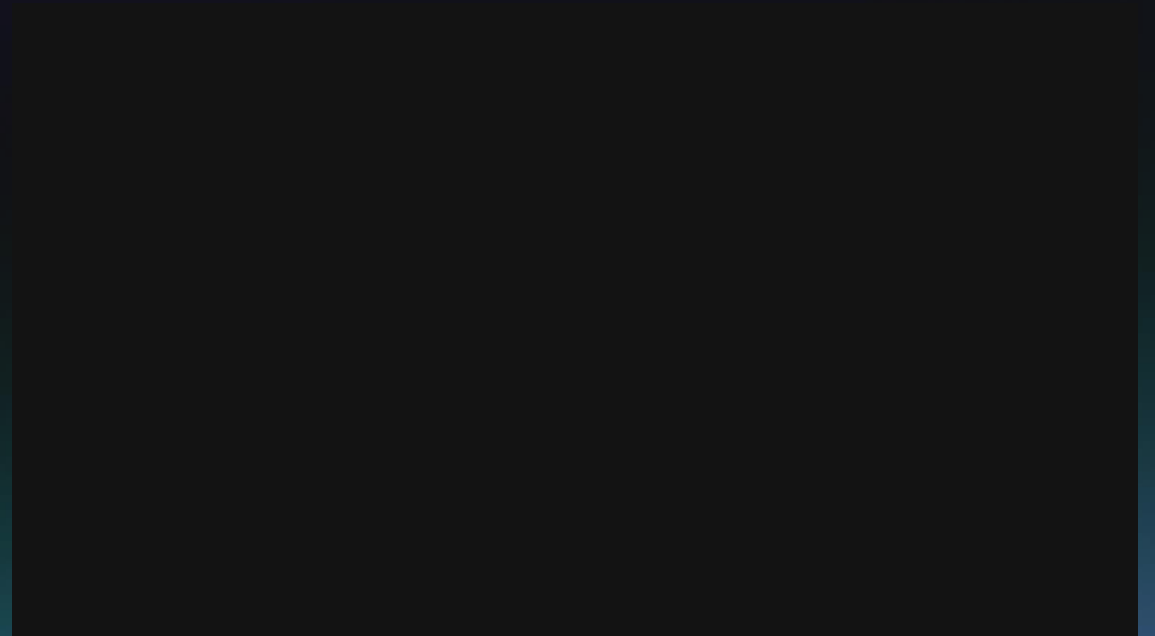


Core Feature | Create with AI

Smart Short Clips Hot

Turn a Long Video Into Multiple Short Clips in Clicks

- Automatically extracts highlights from long videos for easy sharing.
- Option to add music or voiceovers for enhanced storytelling.
- Allows you to trim, cut, and rearrange clips effortlessly for a better result.
- Integrates with social media platforms for direct uploads and easy distribution of content.



Core Feature | Create with AI

AI Image to Video Hot

Turn Static Images into Viral-ready AI Videos

Four powerful AI modes to generate your videos from images

- Google's veo 3 integrated image to video generation.
- Start/end frame to video.
- Reference image to video.
- Various preset templates.



Core Feature | Create with AI

AI Color Palette Hot

Match Colors From Photos or Videos Automatically

- Automatically extract and match your desired colors.
- Adjust the color matching strength for the perfect look.
- Protect skin tones from drastic changes.



Core Feature | Create with AI

AI Video Translation

Hot

Speak Any Language—with Your Voice, Perfectly Synced

- Translate 23 languages with over 95% accuracy.
- Voice cloning with emotions intact.
- Seamless lip-sync as if native speaker.
- Fully editable video subtitle translator.



Core Feature | Create with Precision

Dual Timeline Editing New Intuitive Control, Professional Results

- Preview source and sequence together, and stay in full control.
- Compare, cut, and sync every scene with precision to fit a professional editing flow.
- Magnetic timeline for seamless flow and compound clips to simplify projects.



Core Feature | Create with Precision

Pen Tool New

Draw, Animate, and Control Every Frame

- Free-form creative path drawing.
- Add energy and style with stunning stroke effects.
- Accurate path trimming and animation control.
- Animate objects along any path.



Core Feature | Create with Precision

Animated Charts New

Create Animated Charts & Graphs for Data Visualization

- Import CSV or Excel files, generate chart and graph animations in one step.
- Build dynamic bar, line, pie, and area charts — even bar chart races and data tables.
- Adjust styles without complex keyframes.



Core Feature | Create with Precision

Mocha Filmora Hot

Bring Your Scenes to Life with Hollywood-quality Motion Tracking

- Track complex surfaces, create precise masks, and achieve professional-grade VFX right in your timeline
- Track surfaces—not just points—for unmatched stability and accuracy.
- Revolutionary mesh-based tracking for organic surfaces like faces, fabric, and flexible materials with natural deformation.
- Speed up complex masking tasks with AI-driven tools, reducing keyframework dramatically.

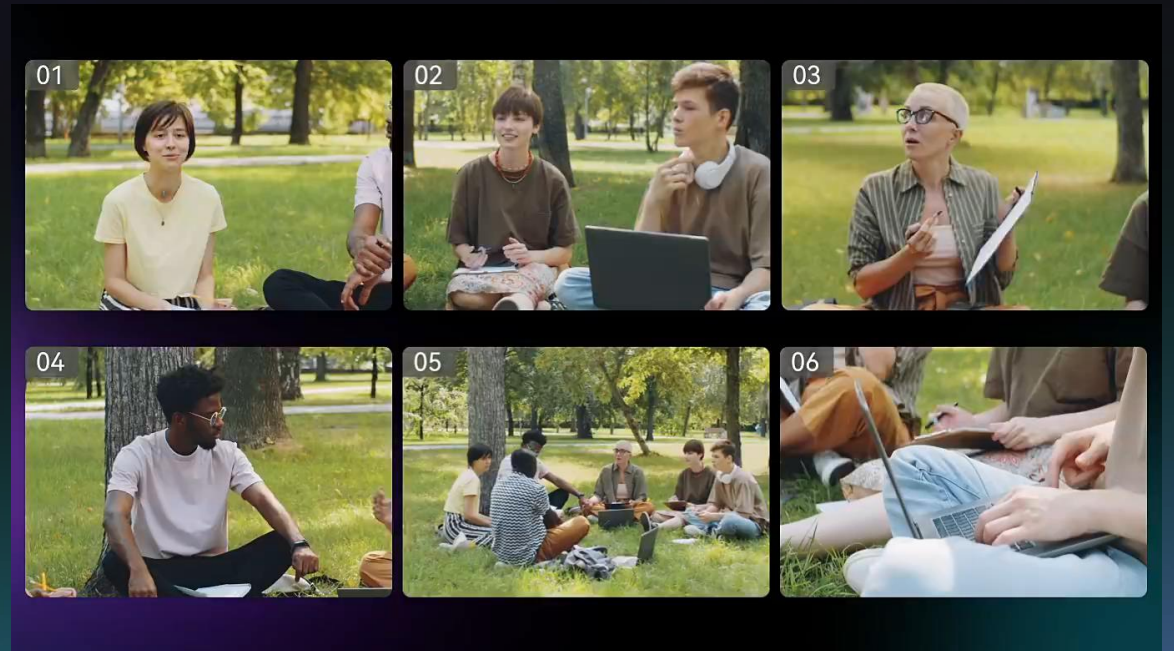


Core Feature | Create with Precision

Multi-camera Editing Hot

Capture Every Perspective, Perfect Every Cut

- Multi-angle sync edit with multiple sync methods.
- Real-time angle switching and preview.
- Integrated and efficient workflow.



Core Feature | Create with Precision

Dynamic Captions New

Deliver Clear, Engaging Messages That Keep Audiences Hooked

- Auto caption generator for every video content type.
- Enhance your voice with ai, and make your message pop.
- 100+ animated subtitle templates.
- Smart text editing & customization.



Core Feature | Create with Precision

Batch Processing Hot

**Scalable Content Management and
Enterprise Efficiency**

1. Batch Import

- Import multiple video clips or assets at once.

2. Batch Editing / Apply Effects

- Apply filters, transitions, titles or stickers across multiple clips simultaneously.
- Maintain consistent style across all videos with minimal effort.

3. Batch Export / Rendering

- Export multiple videos in one go with customizable formats, resolutions, and output paths.
- Save time with automatic file naming and destination settings.

4. Batch Audio / Music Application

- Add or replace background music and sound effects across multiple clips simultaneously.

5. Batch Watermark

- Add watermarks or logos to multiple videos at once, ensuring brand consistency.

Core Feature | Create with Precision

Cross Platforms Collaboration

Edit, Save and Share Content across All Your Devices

- **Multi-platform Compatibility**

Edit videos on various platforms, including desktop, web, and mobile devices.

- **Collaboration and Workflow Management**

Collaborate seamlessly with your team members by sharing project files, assigning tasks, and tracking progress.

- **Enhance Your Videos on the Go**

Capture content and upload it to the cloud whenever inspiration strikes.



Core Feature | Create with Abundance

Commercial-Use Assets Ready to Go Grab inspiration to make magic

Templates

Make Stunning Videos with **Over 3,000** Ready-Made Templates



Stock Media

100% Loyalty Free, **5M+** Cool Stock Assets For Videos



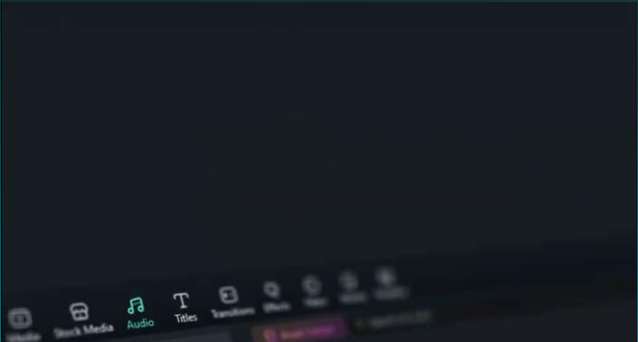
Effects

Make Every Frame Pop With **Over 14K** Video Effects



Music & Sounds

Enhance Your Videos with **300,000+** Royalty-Free Tracks & Sound Effects.



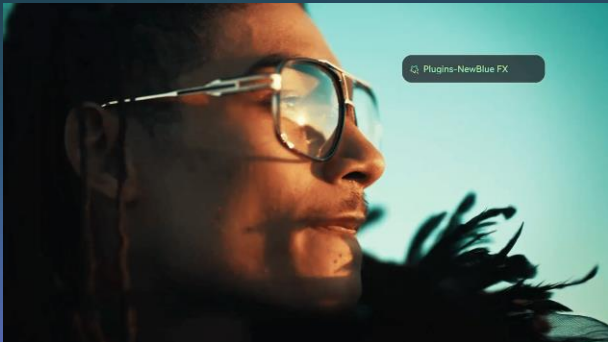
Filters & LUTs

Enhance Your Video Look With **1,000+** Video Filters & LUTs



Plugins

OpenFX and **VST3** plugins for pro-level effects and audio processing



Business Values

Enterprise Deployment Support

Easy Management - team Management Portal

Online Team Management Solution

- Based on the cloud of active and deployment approval and the number of users.
- Manage AI, cloud documents, and e-signature permissions for specific users.

Product and Data Privatization

- Offline activation for server-side licensing is available.
- End users' terminals can operate within a local area network (LAN) only.

Server Admin Console

- Effortlessly manage multi-user licenses with convenient administration.
- Server supports the management of multiple products.
- Control all permissions via license reports for compliance and optimized usage.
- Tailor permissions to boost enterprise security throughout your organization.

The screenshot shows the 'Account Center' interface with a sidebar containing 'Overview', 'Rewards Center', and 'Plan & Products'. The main area is titled 'Team Users' and includes a search bar with the email 'hena@300624.cn'. Below the search bar are buttons for 'Add User', 'Import', 'Export Details', 'Remove Selected', and 'Batch Assign'. A table lists team users with columns for Email, Name, Roles, Department, Group, Plan, Add Date, and Action. One user is listed with Name '268868302', Role 'Owner', and Plan 'Filmora Multi System 1 Year Team Plan'. The bottom of the interface shows pagination: 'Total 1', '20/PAGE', 'Previous', '1', and 'Next'.

Email	Name	Roles	Department	Group	Plan	Add Date	Action
	268868302	Owner			Filmora Multi System 1 Year Team Plan	2024-04-24	View Details Edit Remove

The screenshot shows the 'Edit User' form with a 'Back' button. The form includes input fields for 'WSID' (268868302) and 'E-mail'. Below these are fields for 'Name', 'Roles' (set to 'Owner'), 'Department', and 'Group' (set to 'Select'). A 'Plan' section contains a description: 'Configure the features allowed to use in the application, which will only affect the latest version of the products. If selected, the feature can be displayed in the application.' Below this is a table with columns 'Plan', 'Expiration Date', and 'Users Limit(Used)'. Two plans are listed: 'PDFelement Team Subscription License (WIN & MAC)' and 'Filmora Multi System 1 Year Team Plan'. At the bottom are 'Cancel' and 'Submit' buttons.

Plan	Expiration Date	Users Limit(Used)
☒ > PDFelement Team Subscription License (WIN & MAC)	2025-09-27	1(1)
☒ > Filmora Multi System 1 Year Team Plan	2025-04-24	1(1)

Internationally Certified for Security & Privacy Compliance

Filmora's ISO/IEC 27001 and ISO/IEC 27701 certifications ensure strong information security, responsible data handling, and a reliable, compliant environment for commercial content creation.



Business Values for Education

Increase Student Engagement

Create visually rich and dynamic videos to capture students' attention and spark stronger motivation for learning.

Improve Teaching Efficiency

Served as an intuitive educational tool to simplify complex concepts and make abstract or hard-to-visualize topics easier to understand.

Facilitate Distant Learning

Record, edit, and structure curriculum videos to support flexible remote teaching and enhance learning accessibility anytime, anywhere.

Business Values for Marketing & Advertising

Boost Campaign Performance

Create compelling promotional videos, social ads, and product demos to capture audience attention and drive higher engagement.

Accelerate Content Production

Produce short-form content and explainer videos quickly and efficiently, enabling agile marketing responses across fast-moving platforms.

Empower Multi-platform Marketing

Generate and optimize videos tailored for Instagram, TikTok, YouTube, and other channels to maximize reach and brand visibility.

Business Values for Video Creation Industry

Streamline Content Creation

Produce vlogs, reviews, tutorials, and storytelling videos efficiently with intuitive tools that simplify editing from start to finish.

Enhance Creative Expression

Leverage rich effects, templates, and AI features to elevate visual style and help creators deliver more polished, engaging content.

Support Multi-platform Publishing

Optimize and export videos for YouTube, TikTok, Instagram, and other platforms with formats and aspect ratios tailored for each channel.

Key Business Values

Short Learning Curve

- Intuitive Interface — Easy-to-navigate layout minimizes the learning time for new users.
- Drag-and-drop Editing — Simplifies complex editing tasks into simple actions.
- Quick Start Tutorials — Step-by-step guides help users create videos immediately.

Extensive Assets

- Commercial-Ready — All assets are fully licensed for commercial use.
- Speed up production—Accelerate video creation with a comprehensive library of ready-to-use assets
- Enhance creativity & Expression—Unlock greater creative potential by leveraging a wide range of versatile assets.

Service & Benefits

Service & Benefits

Channel Partner	Profit		Rebate	Training Support	Market Development Plan
	Sales Discount	Deposit Discount	Annual Rebate: based on sales performance		
Gold Partner	√	√	√		☆☆☆☆☆
Silver Partner	√	√	√		☆☆☆☆
Bronze Partner	√	√	√		☆☆☆
Certified	√	√	N/A		☆

Service & Benefits

Reseller Certification

- Join authorized Wondershare partner group
- Access exclusive services and support

Deal Registration Eligibility

- Generous software discounts for partners
- Protection and rewards for opportunities

Training Support

- Regular meetings for partners
- Preparation for products and services

Sales Kits

- Case study
- Product slide
- Users manuals
- Banner, logo, picture...

Dedicated Account Manager

- Assigned professional sales contact
- Conducts business planning
- Provides specific opportunities
- Maximizes program advantage

Local Event Co-marketing

- Design artwork
- Marketing incentive
- NFR keys
- Other custom items

Pricing & Plan

Plan	Plan Details	Price/\$
Individual	Wondershare Filmora Cross Platform Individual Advanced License Annual Plan (Windows PC, Mac, Android Phone, iPhone, iPad, Android Tablet, 1000/mo AI Credits for Windows, 200/mo AI Credits for Android)	59.99
	Wondershare Filmora Cross Platform Individual Premium License Annual Plan (Windows PC, Mac, Android Phone, iPhone, iPad, Android Tablet, 2000/mo AI Credits for Windows, 400/mo AI Credits for Android, Filmora Creative Asset)	99.99
	Wondershare Filmora for Windows Individual License Perpetual Plan	79.99
	Wondershare Filmora for Mac Individual License Perpetual Plan	79.99
Team	Wondershare Filmora Team/Business License for Windows Annual Plan	155.88
	Wondershare Filmora Team/Business License for Mac Annual Plan	155.88
	Wondershare Filmora Team/Business License for Windows Perpetual Plan	299.99
	Wondershare Filmora Team/Business License for MAC Perpetual Plan	299.99
	Wondershare Filmora Team/Business Premium Annual Plan (Windows, Mac, Android, iOS, Creative Asset, 2000/mo Filmora AI Credits, 400/mo Filmora Phone AI Credits)	269.99
	Wondershare Filmora Team/Business Basic Annual Plan for Windows (Windows, Creative Asset, 2000/mo Filmora AI Credits)	199.99
	Wondershare Filmora Team/Business Basic Annual Plan for Mac (Mac, Creative Asset, 2000/mo Filmora AI Credits)	199.99

Pricing & Plan

Plan	Plan Details	Price/\$
Education	Wondershare Filmora Education Team License for Windows Annual Plan	79.99
	Wondershare Filmora Education Team License for Mac Annual Plan	79.99
	Wondershare Filmora Education Team License for Windows Perpetual Plan	99.99
	Wondershare Filmora Education Team License for Mac Perpetual Plan	99.99
	Wondershare Filmora Education Individual License for Windows Monthly Plan	19.99
	Wondershare Filmora Education Individual License for Mac Monthly Plan	19.99
	Wondershare Filmora Education Individual License for Windows Annual Plan	40.99
	Wondershare Filmora Education Individual License for Mac Annual Plan	40.99
	Wondershare Filmora Education Individual License for Windows Perpetual Plan	49.99
	Wondershare Filmora Education Individual License for Mac Perpetual Plan	49.99
NPO/NGO	Wondershare Filmora NPO/NGO Team License for Windows Annual Plan	79.99
	Wondershare Filmora NPO/NGO Team License for Mac Annual Plan	79.99
	Wondershare Filmora NPO/NGO Team License for Windows Perpetual Plan	99.99
	Wondershare Filmora NPO/NGO Team License for Mac Perpetual Plan	99.99
	Wondershare Filmora NPO/NGO Individual License for Windows Monthly Plan	19.99
	Wondershare Filmora NPO/NGO Individual License for Mac Monthly Plan	19.99
	Wondershare Filmora NPO/NGO Individual License for Windows Annual Plan	40.99
	Wondershare Filmora NPO/NGO Individual License for Mac Annual Plan	40.99
	Wondershare Filmora NPO/NGO Individual License for Windows Perpetual Plan	49.99
	Wondershare Filmora NPO/NGO Individual License for Mac Perpetual Plan	49.99

Pricing & Plan

Plan	Plan Details	Price/\$
Filmstock	Wondershare Filmstock Annual Plan (effects for Filmora)	99.99
AI Credits	Filmora AI Credits: 5000 Credits 1 year Pack	25.99
	Filmora AI Credits: 2000 Credits 1 month Pack -automatically reset every month	9.99
	Filmora AI Credits: 1500 Credits 1 year Pack	9.99
	Filmora AI Credits: 20,000 Credits 1 year Pack	99.99
	Filmora AI Credits: 50,000 Credits 1 year Pack	219
	Filmora AI Credits: 100,000 Credits 1 year Pack	399
Creative Asset	Filmora Creative Asset/Filmora Full Effects & Plug-ins (Filmstock + NewBlue FX + Boris FX + AI Portrait) - Annual Plan	99.99
	Filmora Creative Asset/Filmora Full Effects & Plug-ins (Filmstock + NewBlue FX + Boris FX + AI Portrait) - 3 Month Plan	39.99
	Filmora Creative Asset/Filmora Full Effects & Plug-ins (Filmstock + NewBlue FX + Boris FX + AI Portrait) - 1 Month Plan	19.99

Pricing & Subscription

Plan	Filmora	Premiere Pro	Quick Take
Free Trial	Unlimited (export with watermark)	7 days	Filmora: No time limit, making it easy for users to explore the software over an extended period. The trade-off is that exports carry a watermark until upgraded. Premiere Pro: Full-featured trial for 7 days. Great for short evaluations but less flexible for long-term testing.
Annual Subscription	\$49.99/year (Basic Plan) or \$99.99/year (Premium Plan)	\$22.99/month ($\approx$ \$275.88/year) or \$263.88/year upfront	Filmora: Extremely affordable annual plan that lowers the entry barrier for casual and pro users. Premiere Pro: Premium pricing reflects its professional-grade toolset, but the cost is significantly higher than Filmora.
Perpetual Plan	\$79.99 one-time purchase		Filmora: Offers a lifetime license at a one-time cost, making it excellent for long-term value without recurring fees. Premiere Pro: Subscription-only model, no perpetual license available.



Harness the Power of Video Editing for Your Business

Contact us:

✉ b2bmarketing@wondershare.com

🌐 filmora.wondershare.com/video-editor-business.html

