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**PRESS RELEASE**

For Immediate Distribution

LottieFiles launches LottieFiles for Adobe After Effects

Supercharge your animation workflow by instantly rendering Lottie animations.

Design Barn Inc, the creators of LottieFiles, a company that aims to create the future of animation through a powerful new file format, dotLottie, just announced its plugin for Adobe After Effects®.

The new file format dotLottie or Lottie JSON (as called by a few) is on average 600% smaller than a GIF even when the animation is playing at 60 fps. This is a huge advantage both from a size and memory standpoint, especially when the animation is displayed across a varied range of devices. Lottie came about when a few engineers who worked at the time at Airbnb saw potential in JSON based animations and created iOS and Android libraries to render these files.

The new LottieFiles plugin is designed to use Lottie libraries for multiple platforms to render Lottie animations right from within After Effects so that their creators can see exactly how they are going to play on the web, iOS and Android systems (just to name a few). All this, without the need to write a single line of code, ends up saving precious hours for engineers and developers and also greatly reduces the feedback loops between them and designers.

LottieFiles for Adobe After Effects boasts several other key features like render graph which helps a user optimise animation for better CPU utilisation. It also allows the users to sync their Lottie animations from lottiefiles.com or even search thousands of publicly available animations for inspiration while perfecting their own creations. “LottieFiles has become synonymous with all things Lottie and is already used by over 24,000+ companies, hundreds of thousands of users from across the globe with millions of animations collaborated upon. So the LottieFiles plugin comes as a much needed value advantage for the users of After Effects”, said Kshitij Minglani, CEO at LottieFiles.

Call to action: The plugin and all its features are available for free to download at lottiefiles.com/ae

LottieFiles users can use their LottieFiles account and new users can simply sign up to get started for free.

About Design Barn Inc.

Design Barn Inc, is the creator of the animation file format dotLottie (.lottie) and the animation workflow platform LottieFiles, a large community of motion designers, animators and engineers working with Lottie. The company aims to streamline the animation workflow and create a new realm of possibilities with Lottie animations across media, marketing, platforms, gaming for its users globally. (lottiefiles.com)