

The MAX innovations boosting creative productivity.

Adobe MAX was buzzing with success stories from leading brands using our AI-powered tools and creativity to evolve their content production and storytelling. The conversations confirmed that as content demands grow and creative teams face tighter timelines and limited resources, it's vital to move content production to a scalable, unified, AI-forward platform.



Ignite creative breakthroughs with the latest Adobe innovations.

A new way to design and storyboard.

Reimagine how your team whiteboards with Adobe generative AI. Now that Adobe Firefly Custom Models are available in Adobe Firefly Boards, teams can jump from concept to execution on an infinite canvas — and stay safely on brand every step of the way.

Access the world's top models with easy integration.

Tap into the newest tech without slowing down your creative flow. Choose between Adobe's proven, commercially safe Firefly models or our expanding selection of partner models from Runway, Luma AI, Ray 3, and Gemini 2.5 Flash Image.

Speed, performance, and AI upgrades.

With AI increasingly integrated throughout Creative Cloud, apps like Adobe Photoshop and Adobe Premiere can connect seamlessly across workflows. With faster responses and rendering, teams can adjust, export, and move assets across Creative Cloud apps, so your projects stay in full motion.



MAX

Scale and unleash your teams' creativity with AI.

[Learn more](#)

ON-DEMAND SESSIONS

How creative teams are getting more efficient.

The biggest and boldest brands are turning to Adobe unified solutions to unlock new levels of creativity, productivity, and impact — and we heard their success stories at MAX. These on-demand sessions offer a front-row seat to their transformation journeys.



[Top Five Generative AI Innovations for Enterprise Teams](#)

We heard from Adobe's Director of B2B Marketing for Firefly, Elliot Sedegah, and Director of Product Marketing for Firefly Services, Joe Karp. They discussed five specific product innovations that can reshape how creative teams illustrate, design, make videos, and more. Learn how these updates work, and how to pair them with the right strategies to get your creative team performing at its fullest potential.

[Style on the Fast-Track: Kate Spade's Custom Model Makeover](#)

Brandon Keeney, senior manager of digital product creation at Tapestry (parent company of Kate Spade New York™) and Gurashish Kaur, mainline handbag designer at Kate Spade, took us through the inner workings of the Kate Spade design studio. Watch this session to learn more about how they're using AI to evolve their workflows, freeing up time for ideation and ensuring their content is always rooted in their signature brand.

[Delivering Real Value with AI: Where to Start](#)

Featuring leaders from Adobe, Accenture, Coca-Cola, and Coach, this panel was all about how AI can help creative teams adapt to the exploding demand for content. Watch to learn best practices around getting your organization out of pilot mode and how AI can help produce high-quality content faster.

[New Rules of Creation — Experiment, Evolve, Wow](#)

Bosch's leadership has fostered a culture of experimentation and continuous learning, which impacted how the creative team leveraged AI to establish new workflows. In this session, Sebastian "BAS" Schwartz, AI accelerator for marketing and design at Bosch, explains how his team used generative AI to reshape their content creation process. Discover how their strategies empowered their brand to figure out how AI could work for and with them while keeping creativity at the forefront.

Missed an Adobe MAX session?

Explore this year's keynotes, on-demand sessions, and Sneaks.

[View them here](#)

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We're not just building tools that ignite creativity — we're using them. Adobe is your partner in creating what's next. You are our inspiration, and you are our lifeblood.

Lara Balazs,
CMO, Adobe

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