
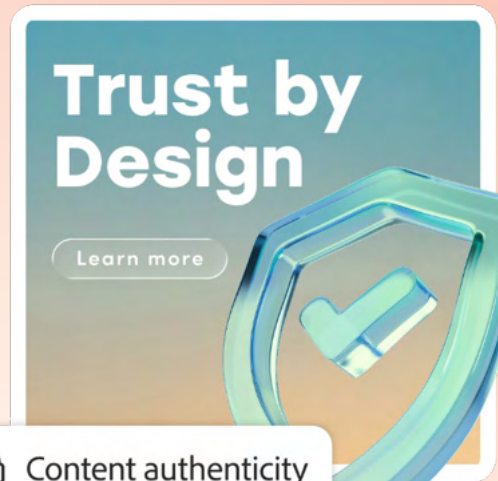
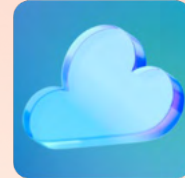


Adobe on AI


Building Trust with Customers in the Age of AI



 Commercially-safe generation



Produced by: Amelia Smith
AI tool used: Adobe Firefly
[Inspect](#)

 Content authenticity

- Ensure transparency
- Comply with regulations
- Protect brand trust

Featured speakers



**Lindsay
Morris**

Principal Global
Content Strategist
Adobe



**Emily
McReynolds**

Global AI Strategy,
Digital Strategy Group
Adobe



**Andy
Parsons**

Global Head of
Content Authenticity
Adobe



**Ray
Lansigan**

EVP Corporate
Strategy
Publicis Groupe



**Emmy
Huang**

VP of Strategy
and Operations
Adobe


Agenda

Trusted AI in practice

Adobe Content Authenticity for Enterprise

Embedding trust in the content supply chain

Q&A

 Commercially-safe generation



Produced by: Amelia Smith

AI tool used: Adobe Firefly

Inspect

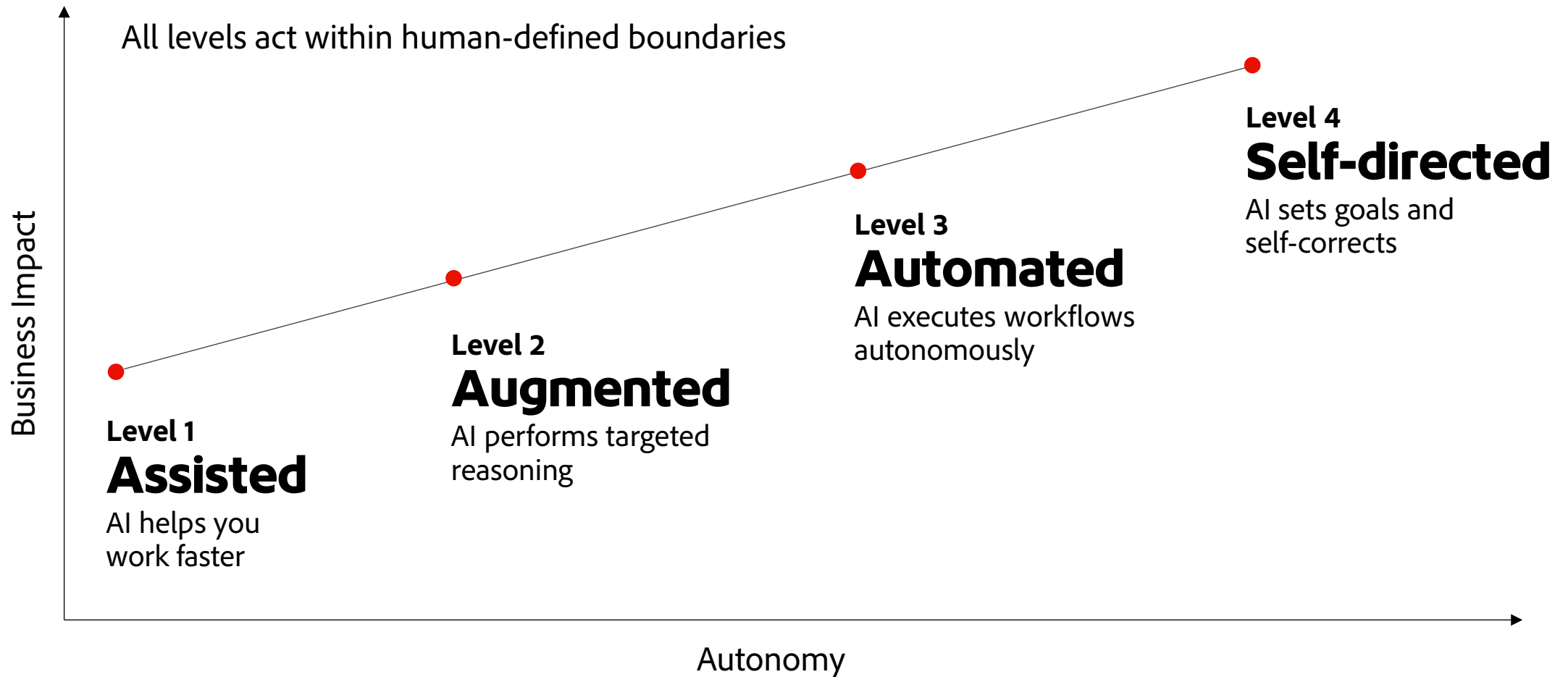
Trusted AI in practice



**Emily
McReynolds**

Global AI Strategy,
Digital Strategy Group
Adobe

The evolution of agency: The four levels of AI autonomy



Building trust into agentic AI use



- Admin
- Editor
- Contributor

Expiration: 2026

Explainability & transparency

Humans remain in control through configurable review processes, approval mechanisms, and intervention points, enabling oversight in AI-driven decisions.

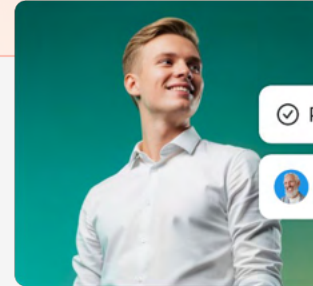
Verification needed

Expired: Aug 2024
This image is expired and has been automatically removed from the DAM.

June_Promo.jpg
3 years ago 8.5 MB
3840 x 2160

Humans in the loop

Designed to make it possible to understand intent, assess scope, and deliver explainability to the humans in the loop.



Permissions

Security, privacy, and governance controls

Enterprise level controls whether individuals have access to generative and agentic AI features.

Metadata

Photo shoot RGB

09/03/2025 PSD 6812x4541

Gradient_1PSD Approved

Versions

New version final a minute ago

Version 1.3 1 day ago

Version 1.2 2 weeks ago

Tools and frameworks

Include human feedback loops, annotation tools, AI models for error classification, and accuracy monitoring.

Trusted AI in practice



**Emily
McReynolds**

Global AI Strategy,
Digital Strategy Group
Adobe



Emmy Huang

VP of Strategy
and Operations
Adobe

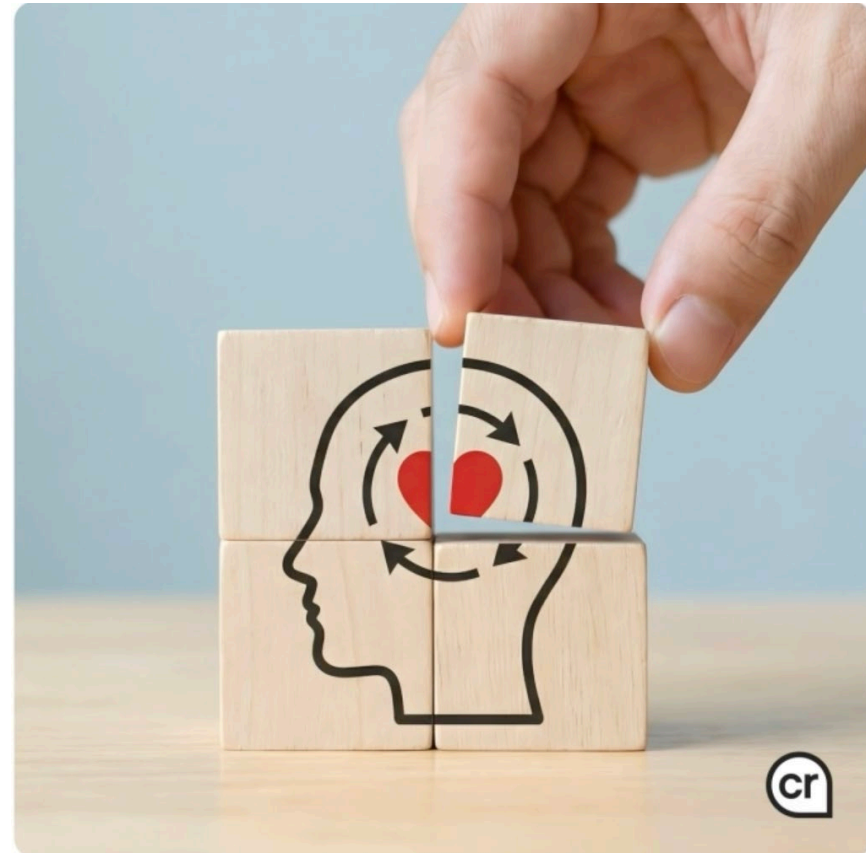
 **Content Credentials**

 Source: **Verified**

 Attribution: **Confirmed**

 License: **Approved**

 Ready for use



Content Authenticity for Enterprise



**Andy
Parsons**

Global Head of
Content Authenticity
Adobe

Interoperability and the international standard



The leading solution for content provenance built on the **Content Authenticity Initiative** and the **C2PA standard**



Community of technologists, policy experts, and industry leaders driving the Open-Source movement for provenance



International standard and specifications that allows for interoperability across the digital media ecosystem

C2PA Steering Committee Members



Adobe's role

- Sits on C2PA Steering Committee and chairs the Technical Working Group
- Leading developers behind Open-Source SDKs

An enterprise marketer just found the perfect asset

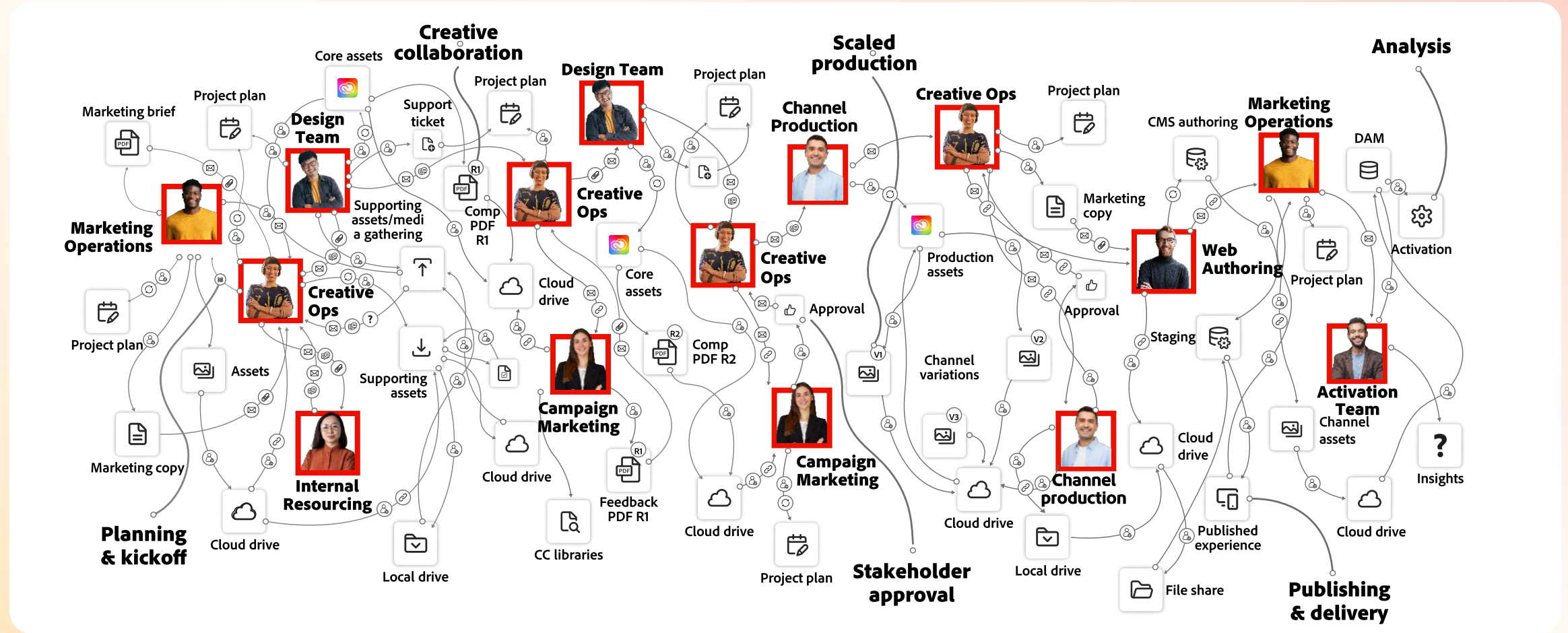
She just has one question...

**Can I use this
for a new
campaign?**



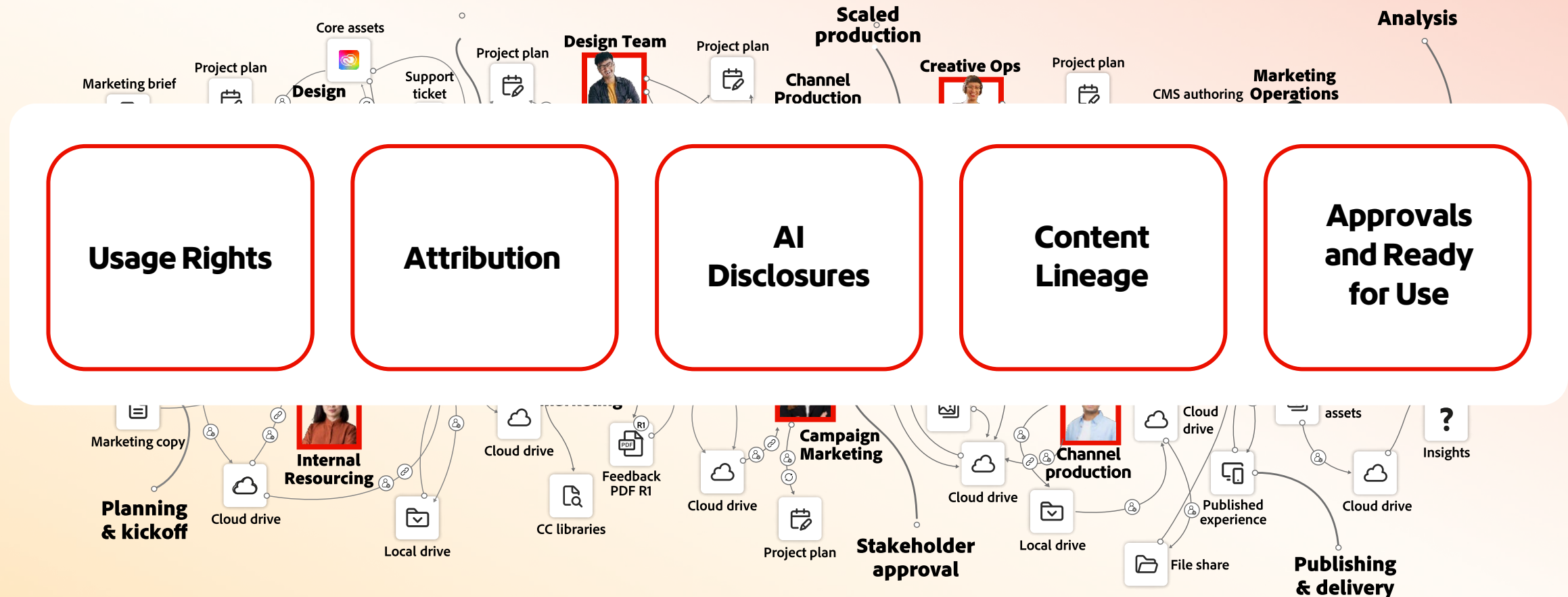
Tracking down the key details of a particular asset is impossible

Every handoff introduces fragmentation and uncertainty



The content is out there...

But how does she obtain the details about them?



What do marketers need to get clarity?

Context that travels with the asset, wherever it goes



Durable content lineage

Ability to track how content has changed from beginning to end



Systems interoperability

Maintain the connection between the asset and the key context when assets move through other applications



Identifiable source asset

Traceability back to the main file in the DAM, before it went through variations

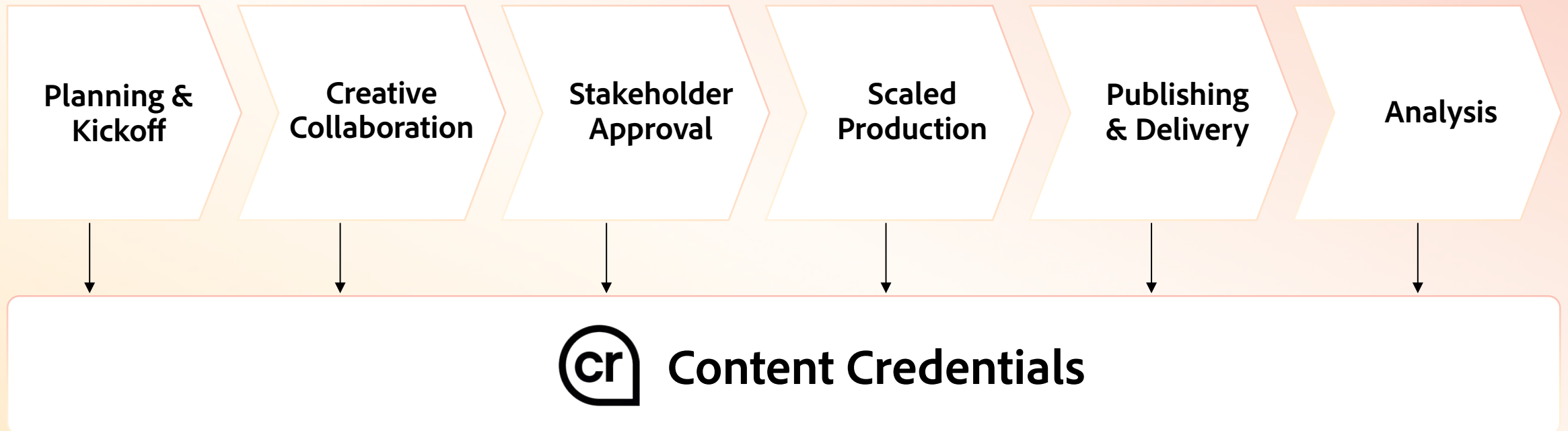


Direct access to actionable insights

Get to an answer in just a few clicks via Content Credentials without having to search through multiple systems to track down fragmented data

Adobe Content Authenticity for the Enterprise

Enterprise Content Credentials provide the glue across the Content Supply Chain



Capabilities that deliver brand authenticity, IP protection, and content traceability at scale:



Next-Gen Metadata

Every asset carries tamper-evident provenance from creation to delivery



Private Content Credentials

Track every asset variation without exposing confidential details outside a team or org



Intelligence

Tap into rich content intelligence by searching with Private Content Credentials



API

Flexible integration to ensure that your org can build Content Credentials across workflows and systems



Enterprise UX

Verify and review any asset's full content history

Why is Adobe the right choice for Content Authenticity?

We match industry innovations with Content Supply Chain expertise



Technology leadership

as Adobe has been a significant driver of open C2PA standards and tooling



Native integrations

into the Adobe Creative and Experience applications in your workflows



Connect creation to distribution

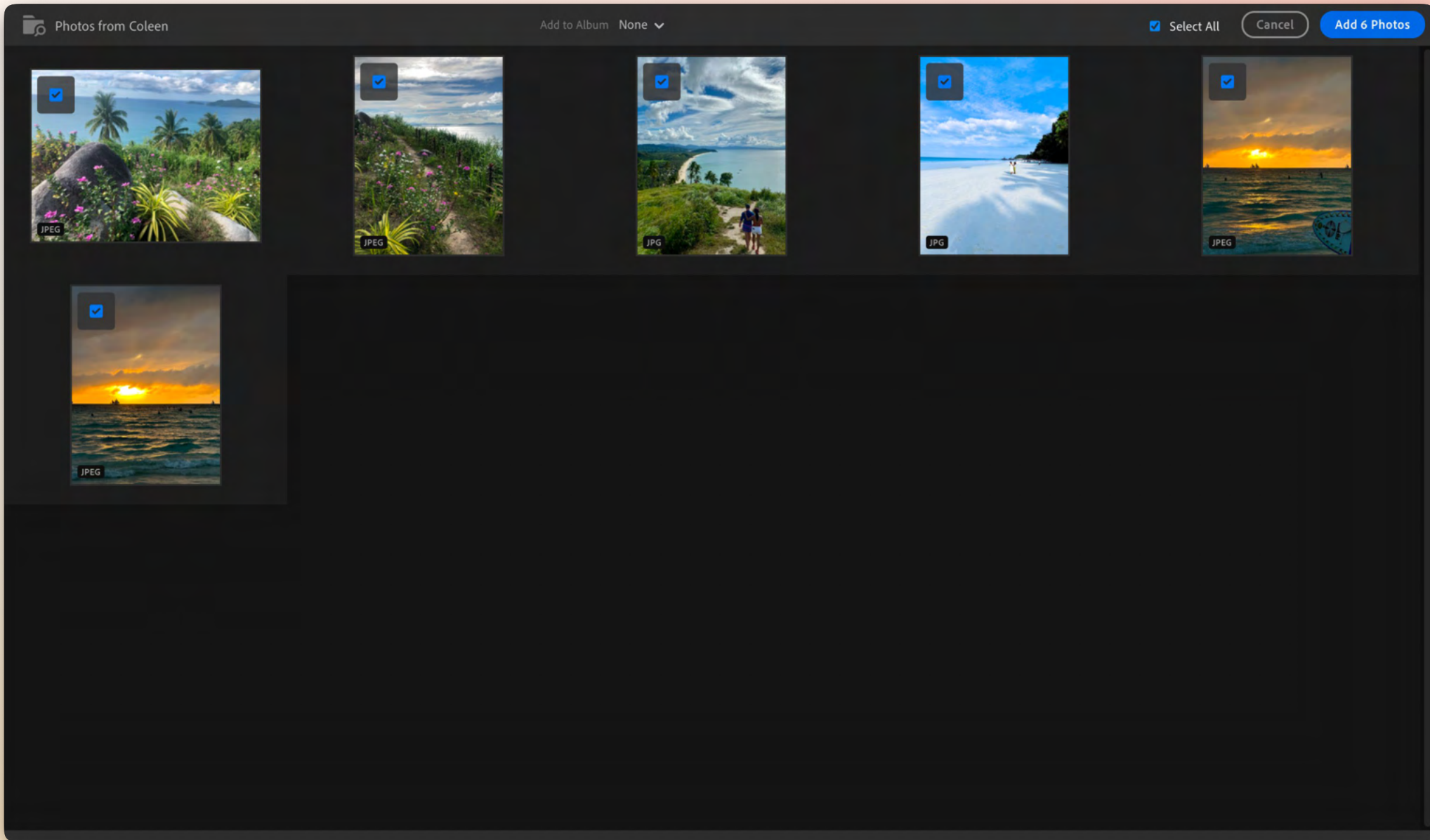
utilizing the tools across the entire Content Supply Chain

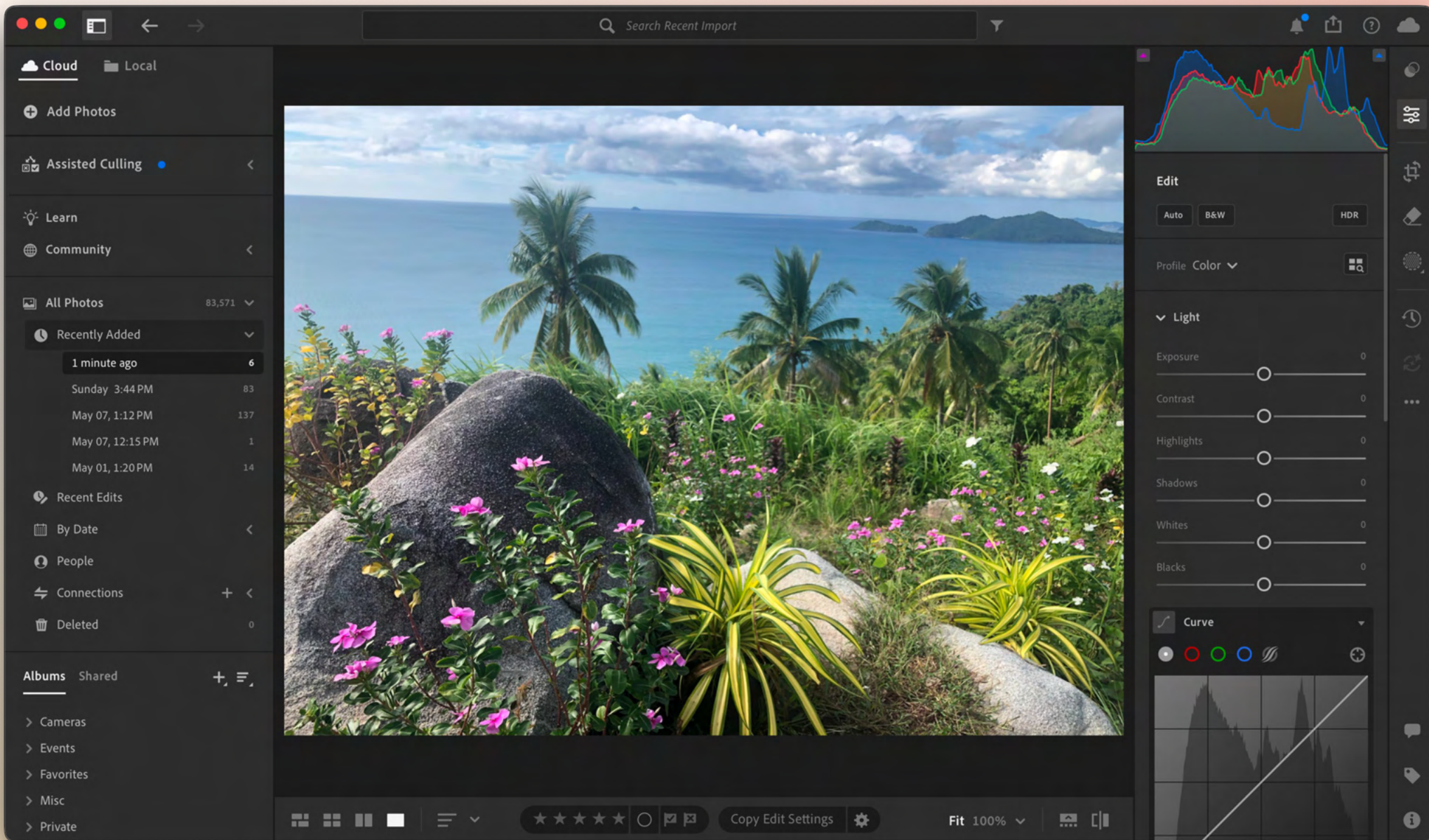


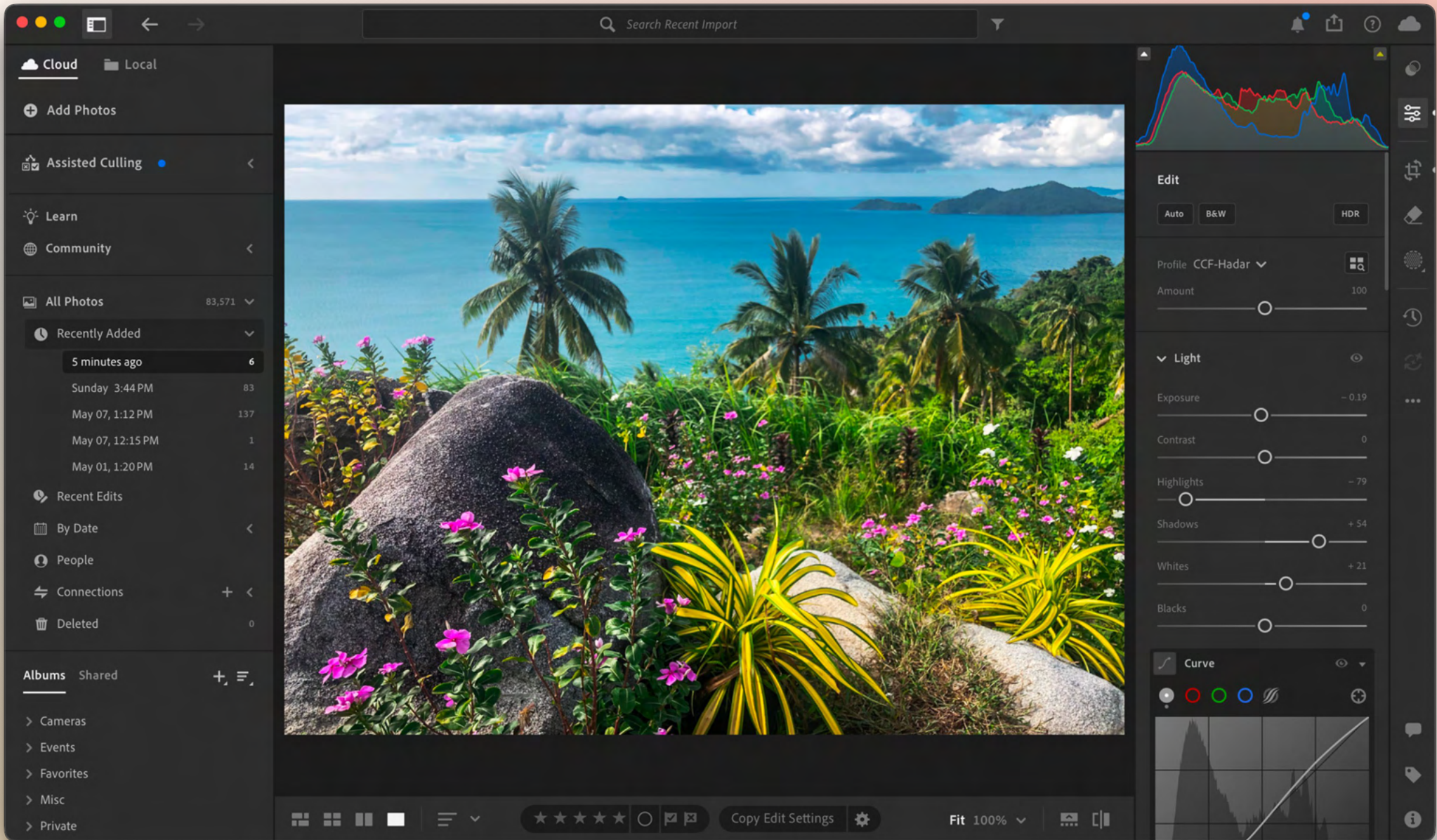
Enterprise-grade infrastructure

supporting the data you need in the workflow that matters









Export

Cancel

Export 1 Photo



Settings

Preset ▾

Image Type **JPG** ▾

Dimensions **Custom** ▾

Long Side ▾ **2,048** pixels ▾

Quality **90%** ▾

Include Watermark

All Metadata

Copyright Only

File Naming **Original** ▾

Example *IMG_6377.jpg*

Output Sharpening **None** ▾

Amount **Standard** ▾

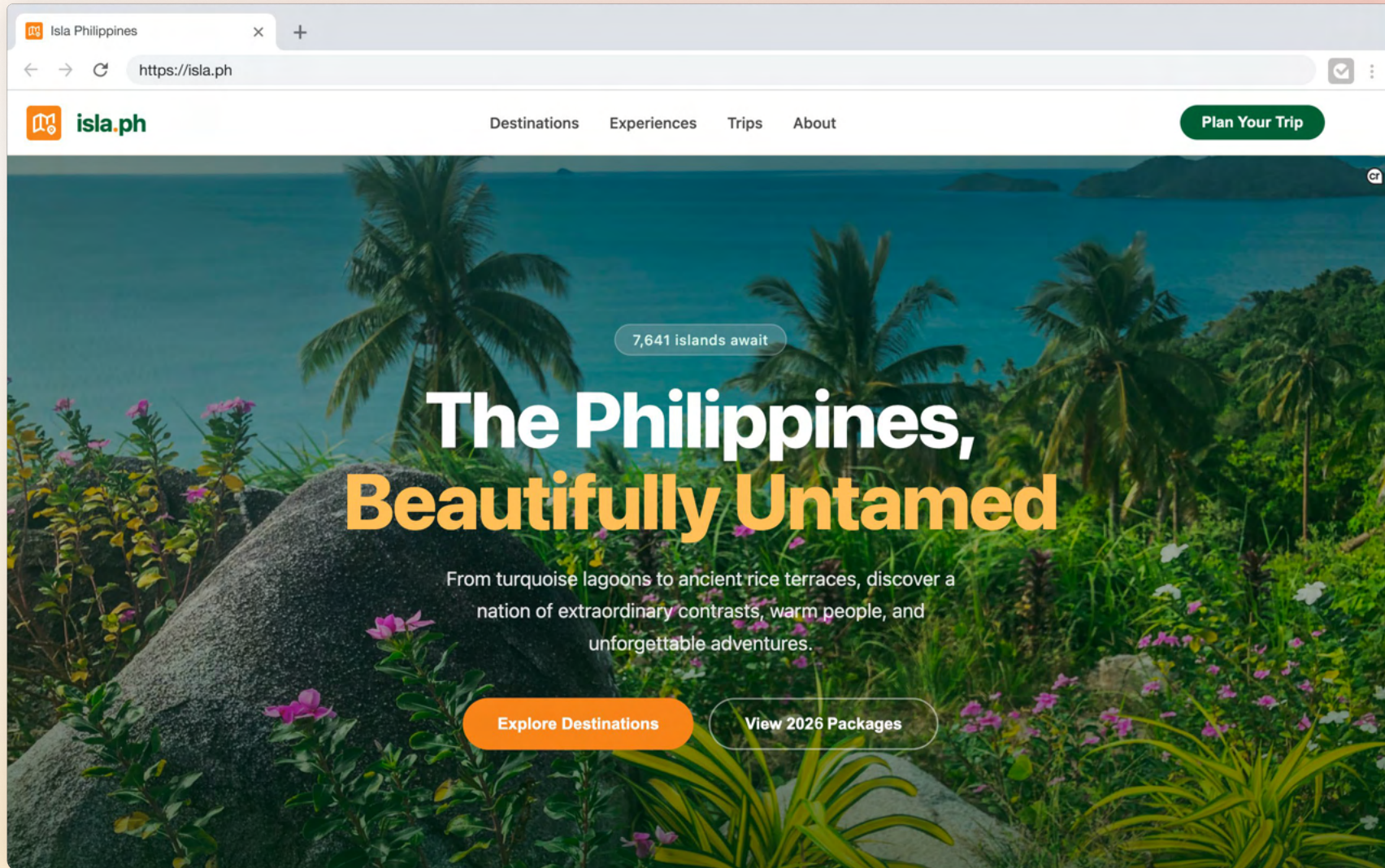
Color Space **sRGB** ▾

Content Credentials **Early Access**

Apply Content Credentials

File Name Preview: IMG_6377.jpg File Size: 1.3 MB

Fit 100% ▾



Isla Philippines x +
 https://isla.ph

isla.ph Destinations Experiences Trips About [Plan Your Trip](#)

7,641 islands await

The Philippines, Beautifully Untamed

From turquoise lagoons to ancient rice terraces, discover a nation of extraordinary contrasts, warm people, and unforgettable adventures.

[Explore Destinations](#) [View 2026 Packages](#)

Adobe Content Authenticity ✕

- isla_hero_2026.jpg >
- scuba_002.jpg >
- scuba_023.jpg >
- Vigan_home.jpg >
- Batanes_home.jpg >
- scuba_018.jpg >
- Coron_site_pod.jpg >

Show overlay icons
 Display a pin if Content Credentials are detected.

Isla Philippines x +
https://isla.ph

isla.ph Destinations Experiences Trips About Plan Your Trip


7,641 islands await

The Philippines, Beautifully Untamed

From turquoise lagoons to ancient rice terraces, discover a nation of extraordinary contrasts, warm people, and unforgettable adventures.


Explore Destinations View 2026 Packages

isla_hero_2026.jpg




Content Credentials
Image (JPG) · April 1, 2026

VERIFIED ORGANIZATION

 Isla.ph

HOW THIS WAS MADE
This image was captured with a camera and edited with manual tools.


More information about this image is available:

 Inspect this image

Adobe Content Authenticity x +
https://contentauthenticity.adobe.com

Adobe Content Authenticity Preferences Apply Manage Inspect

Inspect new file > isla_hero_2026.jpg



Show sources (2)


Content Credentials

isla_hero_2026.jpg · Image (JPG) · Oct 24, 2025


These credentials were embedded in the file by **Adobe Inc.** on **April 1, 2026**

Who this image comes from

VERIFIED ORGANIZATION

 Isla.ph


INCLUDES SOURCE CONTENT FROM

 Julie Smith


How this was made

This image was captured with a camera and edited with manual tools.

CREATED WITH

 Adobe Lightroom

INCLUDES SOURCE CONTENT CREATED WITH

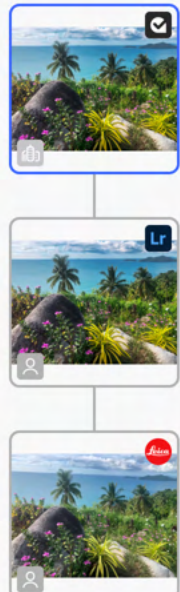
 Leica M11-P

Actions

Adobe Content Authenticity x +
https://contentauthenticity.adobe.com

Adobe Content Authenticity Preferences Apply Manage Inspect

Inspect new file > isla_hero_2026.jpg



Show sources without credentials - Fit +


Content Credentials

isla_hero_2026.jpg · Image (JPG) · Oct 24, 2025


These credentials were embedded in the file by **Adobe Inc.** on **April 1, 2026**

Who this image comes from

VERIFIED ORGANIZATION

 Isla.ph


INCLUDES SOURCE CONTENT FROM

 Julie Smith


How this was made

This image was captured with a camera and edited with manual tools.

CREATED WITH

 Adobe Lightroom

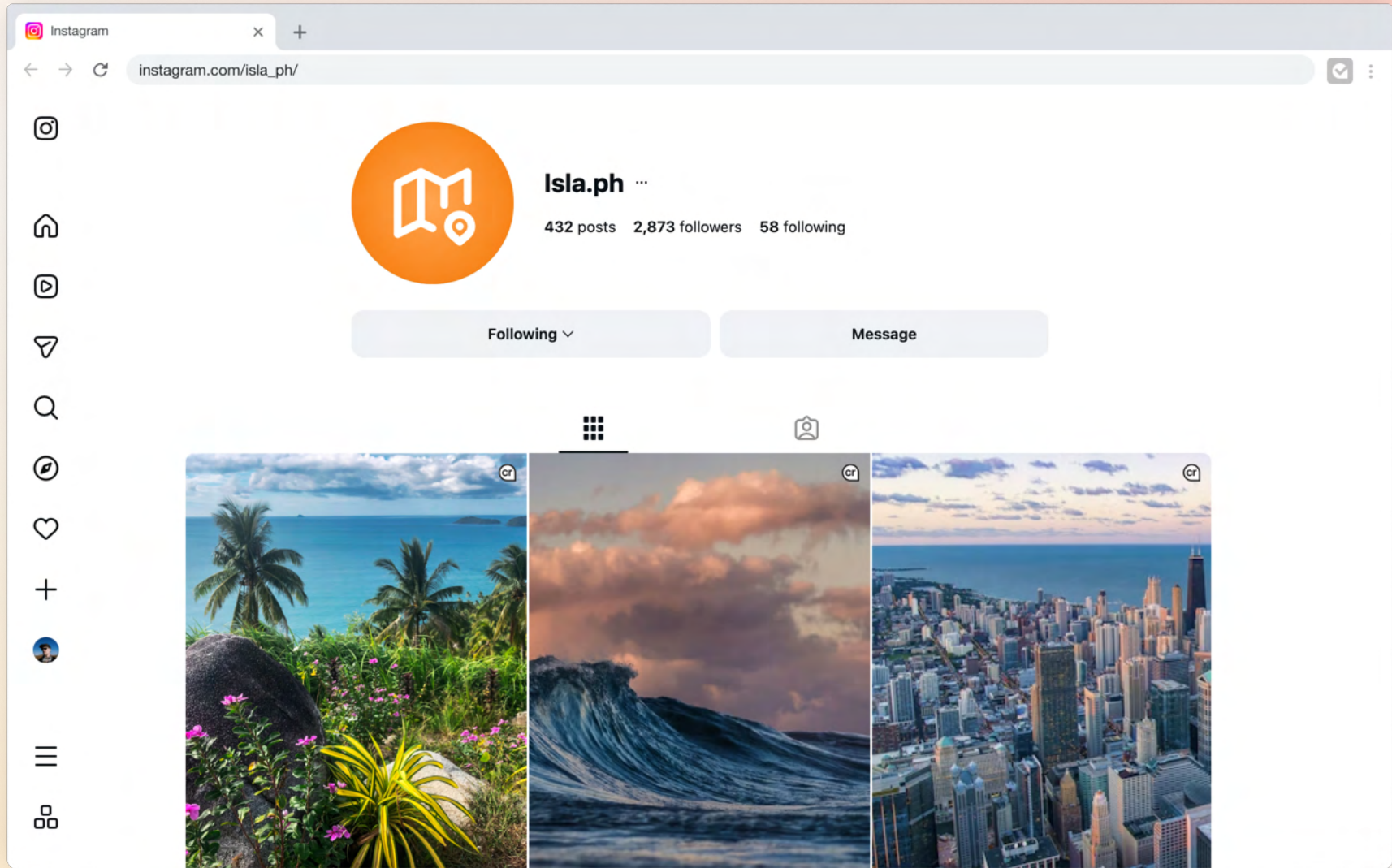
INCLUDES SOURCE CONTENT CREATED WITH

 Leica M11-P

Actions

Instagram x +

instagram.com/isla_ph/






The image shows a screenshot of an Instagram profile page for 'Isla.ph'. The browser address bar shows 'instagram.com/isla_ph/'. The profile picture is an orange circle with a white map icon. The name 'Isla.ph' is followed by three dots. Below the name, it says '432 posts', '2,873 followers', and '58 following'. There are two buttons: 'Following' with a dropdown arrow and 'Message'. The main content area shows a grid of three images: a tropical beach with palm trees and pink flowers, a large wave crashing under a cloudy sky, and an aerial view of a city skyline at dusk. The left sidebar contains standard Instagram navigation icons.

Isla.ph ...












432 posts 2,873 followers 58 following


Following ▾ Message



Instagram x +

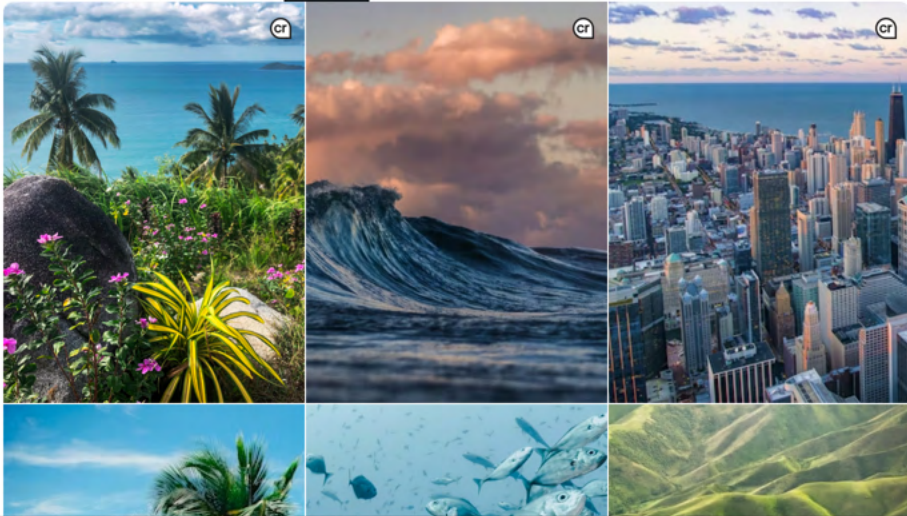
instagram.com/isla_ph/








 **Isla.ph** ...

432 posts 2,873 followers 58 following

Following ▾ Message



Adobe Content Authenticity ✕

-  isla_hero_2026.jpg >
-  scuba_002.jpg >
-  scuba_023.jpg >
-  Vigan_home.jpg >
-  Batanes_home.jpg >
-  scuba_018.jpg >
-  Coron_site_pod.jpg >

Show overlay icons
Display a pin if Content Credentials are detected.

Embedding trust in the content supply chain



**Andy
Parsons**

Global Head of
Content Authenticity
Adobe

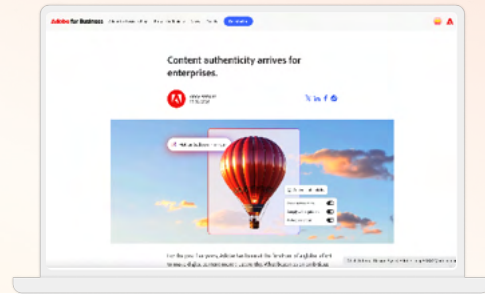


**Ray
Lansigan**

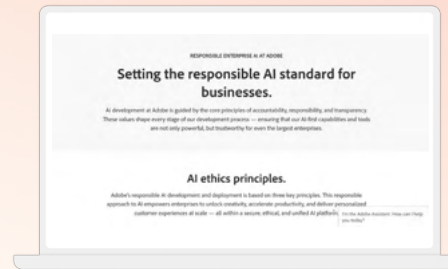
EVP Corporate
Strategy
Publicis Groupe

Resources

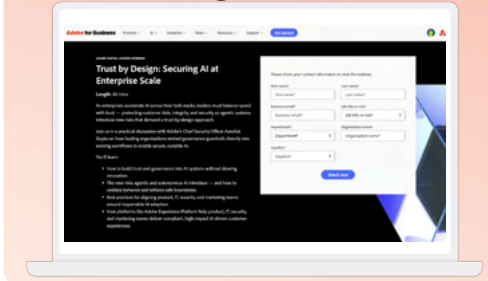
Content authenticity arrives for enterprises



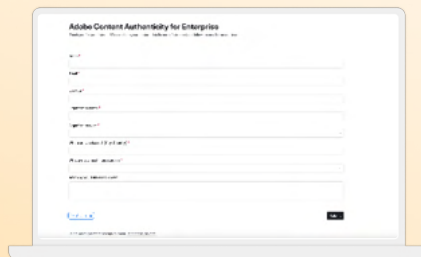
Responsible enterprise AI at Adobe



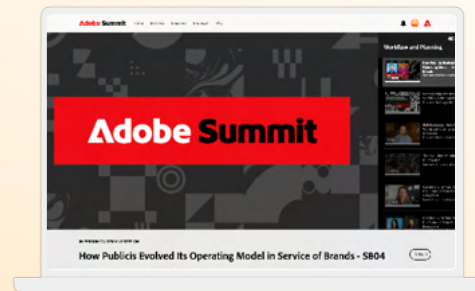
Watch Now: Trust by design!



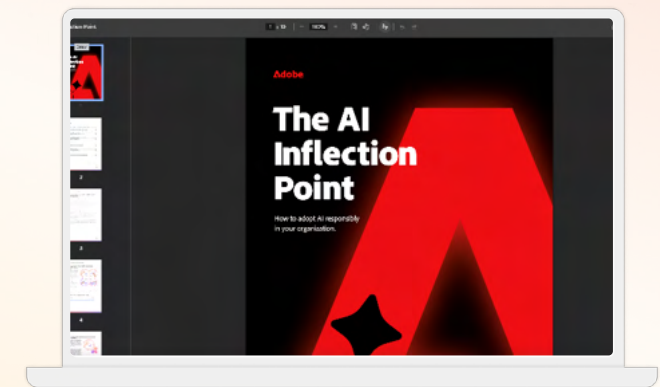
Interested in learning more about Adobe Content Authenticity for Enterprise? Reach out!



Watch Now: How Publicis evolved Its operating model



The AI Inflection Point whitepaper



Adobe