Adobe Firefly

Adobe Firefly Services

Drive speed and scale with generative AI–powered workflows.

Generate variations

Businesses are struggling to keep up with the exploding demand for content. Without the ability to scale, organizations face high costs, delays, and missed opportunities.

Meet Firefly Services, a comprehensive set of generative AI and creative APIs that integrate into your workflows to scale the production of asset variations for different audiences, channels, and markets.
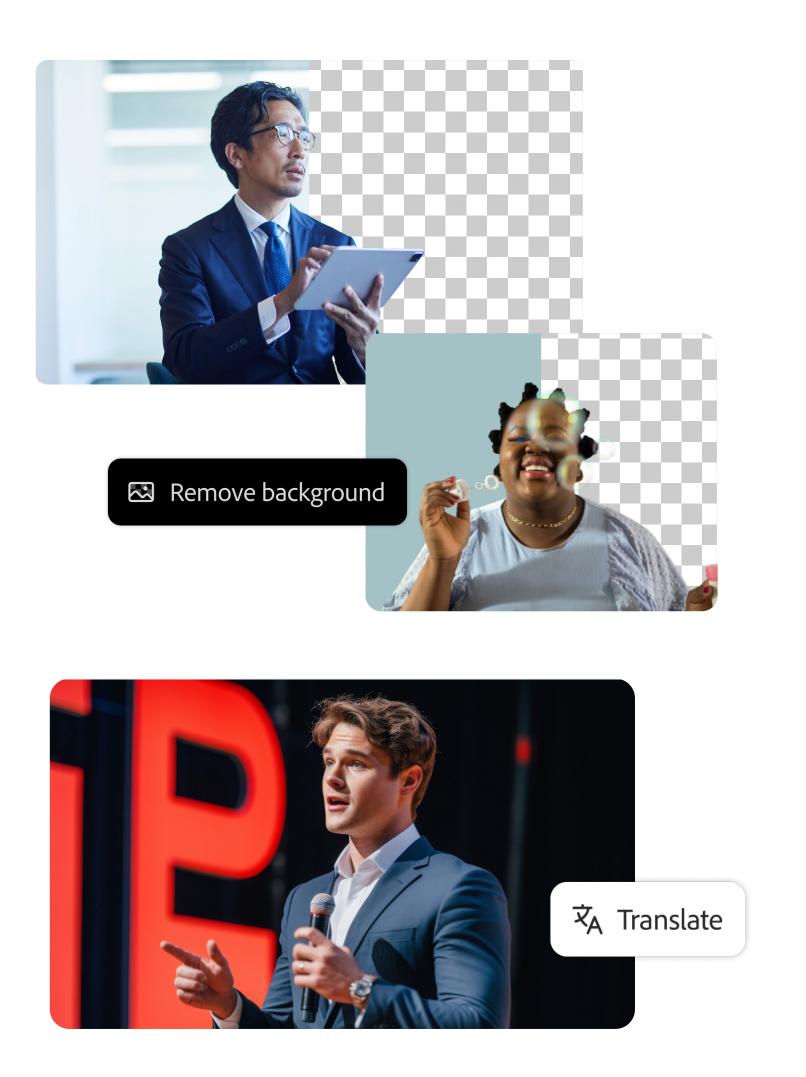
- Produce content that is safe for business
- Eliminate repetitive production tasks
- Automate end-to-end workflows
- Maintain high quality and control

> **Creatives spend too much of their days on mundane tasks that can now be automated with generative AI. The productivity gains are incredible, but even more exciting is the time we can make available for creative ideation.**
>
> Billy Seabrook
> **Global Chief Design Officer, IBM Consulting**
> Source: Adobe, *IBM Reimagines Content Creation and Digital Marketing*

Remove background

Power up your marketing must-haves.

Increase speed to market, reduce costs, and drive customer engagement. Add Firefly Services to your workflow to solve these key marketing use cases:

- Refresh campaigns quickly
- Localize assets and videos
- Streamline production tasks
- Personalize assets and videos
- Create unique user experiences

With Firefly Services, creative teams can generate, edit, and assemble thousands of marketing asset variations instantly — at a massive scale.

Translate

Gatorade unlocks creative self-expression.

Gatorade is one of the first brands to put AI-generated experiences directly into the hands of consumers using Adobe Firefly Services. Using simple text prompts, customers can create their own custom squeeze bottles and express themselves in a Gatorade-approved way.

> **This is a rare moment when the idea creates next-level expression and industry-leading innovation.… The end results are bottles generated by AI, powered by design, and imagined by you.**
>
> Leon Imas
> *VP of Design, PepsiCo*
> Source: Adobe, *Gatorade Fuels Creative Self-expression*

Type your idea

Generate with confidence.

Not all generative AI is created equally. Discover the Adobe Firefly difference:

- We do not and have never trained Adobe Firefly on customer content.
- We only train Adobe Firefly on content where we have permission to do so.
- We compensate creators who contribute to Adobe Stock for the use of their content in training Adobe Firefly.
- We do not mine content from the web to train Adobe Firefly.
- We developed Adobe Firefly to prevent it from creating content that infringes copyright or intellectual property rights, and it's designed to be commercially safe.

- We do not claim any ownership of your content, including content you create with Adobe Firefly.
- We believe in protecting creators' rights and founded the Content Authenticity Initiative (CAI), focused on ensuring transparency in content ownership and how it was created.
- We defend the intellectual property rights of the creative community by advocating for the Federal Anti-Impersonation Right Act.
- We explicitly prohibit third parties from training on customer content hosted on our servers (such as on Behance).

IP indemnification is available on select Firefly workflows.*

*Opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.

Main Stage

Where Ideas Take Flight

Generate

human icon made of neon light trails |

Augment Firefly Services with model customization.

Create customized content — trained on your brand style and assets — when generating images with Firefly Services.

- Unleash on-brand creativity.
- Empower marketers to create on-brand content.
- Confidently scale with enterprise-ready workflows.

Accelerate creative workflows with Firefly Creative Production.

Firefly Creative Production is a no-code interface that allows production teams to easily accelerate tedious production tasks like removing image backgrounds in large volumes.
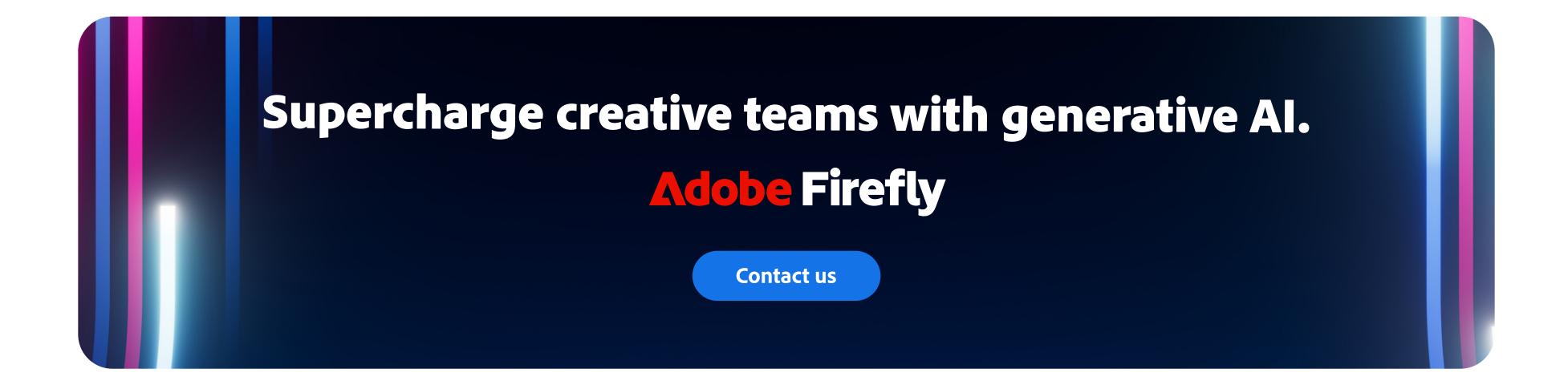
- Accelerate asset production with out-of-box workflows.
- Enhance creative team productivity while maintaining full control with any last-mile edits.
- Decrease time and cost related to outsourcing tasks and boost ROI.

Supercharge creative teams with generative AI.

Adobe Firefly

Contact us

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