



# Adobe Firefly

Superpower your business with generative AI.

Content demand is expected to grow **5x–20x** over the next two years.


Source: Adobe


**44%** of creatives spend **more than half** of their time on repetitive tasks, such as resizing assets.

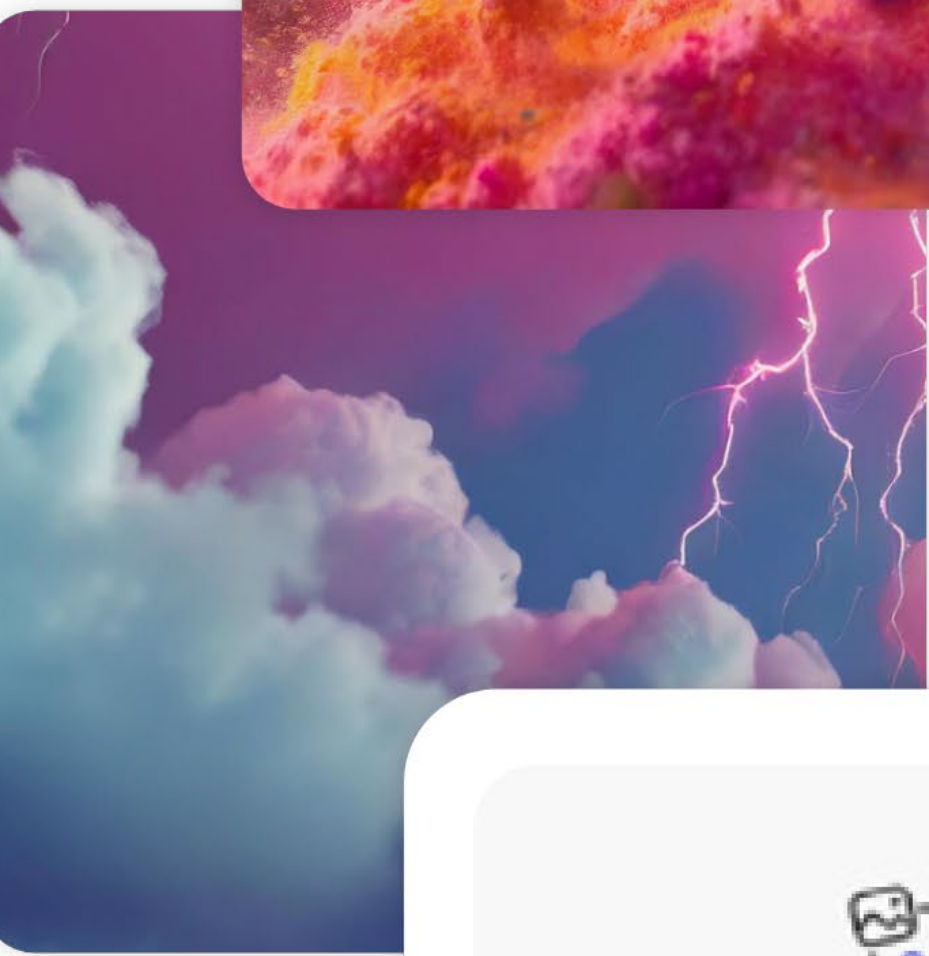
Source: Adobe, Edelman Data & Intelligence, and Havas Play




 Generate














Train a custom style



Train a custom subject

## Transform content creation.

Adobe Firefly is Adobe's family of creative generative AI models integrated into our world-class creative apps. Firefly makes it possible to scale production across the enterprise with:

-  Depth and breadth of high-quality AI models
-  Content workflow integration
-  Responsible development, designed to be safe for business
-  On-brand customization

## New features for 2024.

**Object composites.** Blend products or objects into high-quality generative scenes with harmonized tones, colors, lighting, and textures—all in seconds.

**Style kits.** Save and share AI prompts to unify creative output and reuse styles for consistency across teams.

**Firefly Services.** Integrate more than 20 Firefly and Creative Cloud APIs into any existing workflow to take content further and faster than ever before.

**Custom Models.** Train generative AI to produce specialized, branded content at scale, using private and secure extensions with no custom coding required.

## Maximize efficiency for maximum impact.

IBM reimagined its content creation and digital marketing using Firefly.



**26x** boosted engagement with AI-generated social assets

**10x** increase in designer productivity

## Create with confidence.


Firefly is designed to be safe for business. Models are trained on 375M+ high-resolution, high-value Adobe Stock assets.

Adobe reviews and refines Firefly data, output, and approaches to prevent biases and harm.


Assets generated by Firefly automatically include content credentials and provenance details to indicate AI-generated content and provide IP indemnification in select 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.


Content Credentials

 Adobe, Inc.  
Oct 10, 2023, 2:15 AM

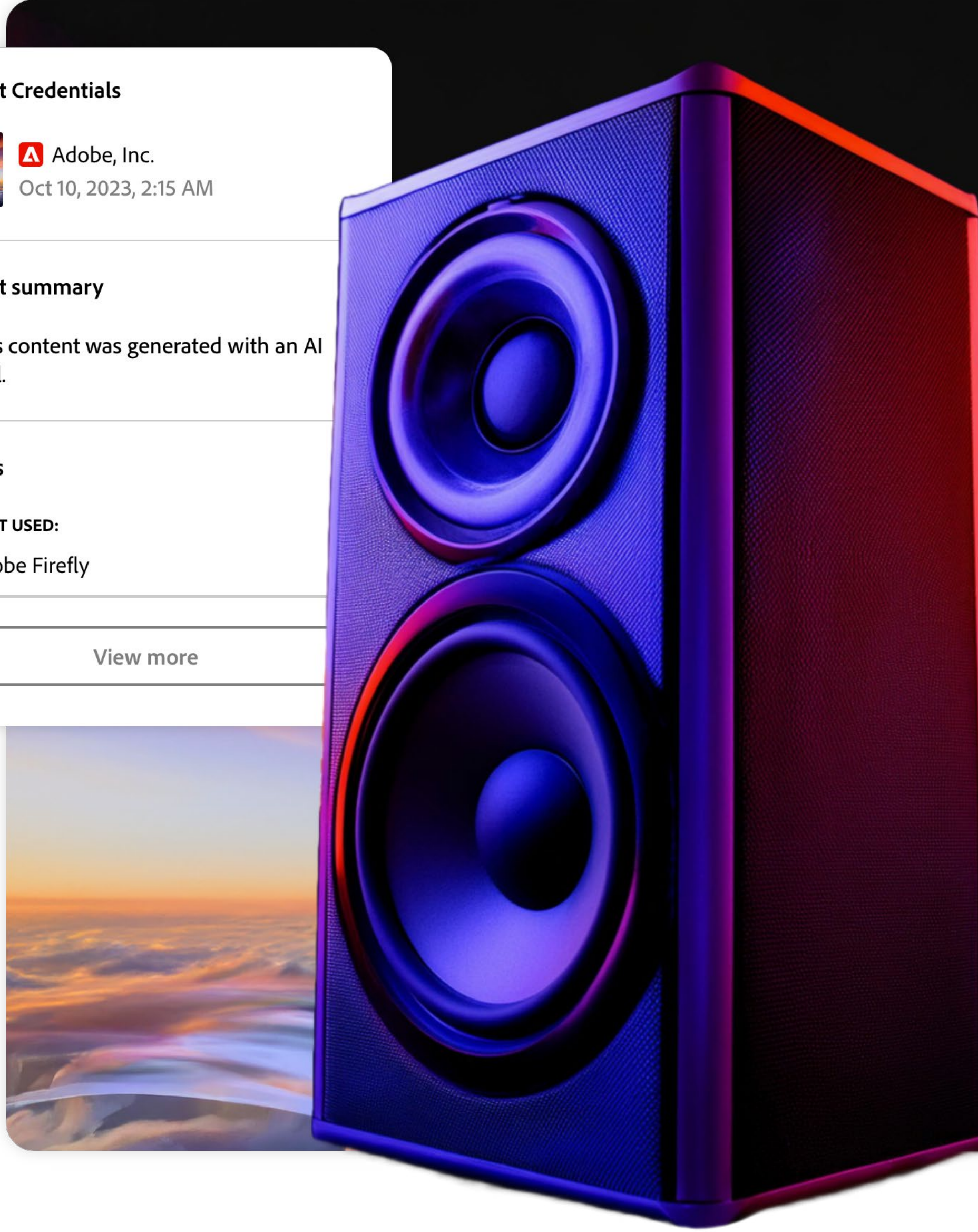
Content summary

 This content was generated with an AI tool.

Process

PRODUCT USED:  
 Adobe Firefly

[View more](#)



Lead the creativity revolution.  
Adobe Firefly

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**Sources:**  
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"Unleashing Creativity in All Employees," Adobe, 2024.  
"The Value of Getting Personalization Right—or Wrong—Is Multiplying," McKinsey, 2021.

