

Adobe Achieves Major Milestone

Adobe

****FOR IMMEDIATE RELEASE**** ****Adobe Unveils Groundbreaking Generative AI Features in Photoshop, Revolutionizing Creative Workflows**** SAN JOSE, Calif. – October 26, 2023 – Adobe (Nasdaq: ADBE) today announced the immediate availability of a suite of powerful new generative AI features within its flagship Photoshop application, significantly expanding creative possibilities and streamlining workflows for designers, photographers, and digital artists. Powered by Adobe Sensei GenAI, these features offer users unprecedented control and precision in image manipulation, content creation, and complex editing tasks. The new capabilities include a "Generative Fill" tool that allows users to seamlessly add, extend, or remove content from images with simple text prompts, and a "Contextual Task Bar" which anticipates the user's next steps based on their actions in Photoshop, reducing the need for extensive menu navigation. These advancements dramatically reduce the time required for complex editing tasks, allowing creatives to focus on artistic vision and experimentation. Furthermore, Adobe has committed to transparency by implementing Content Credentials, ensuring proper attribution and disclosure when generative AI is used in Photoshop workflows. "We are incredibly excited to deliver these groundbreaking generative AI features to our Photoshop users," said Govind Balakrishnan, Executive Vice President and Chief Product Officer, Adobe. "This represents a significant step forward in empowering creativity and unlocking new levels of efficiency for professionals and hobbyists alike. We believe that by combining the power of AI with the unparalleled creative tools within Photoshop, we are redefining the future of digital imaging." Adobe is changing the world through digital experiences. Our creative, marketing and document solutions empower everyone – from emerging artists to global brands – to bring digital creations to life and deliver them to the right person at the right moment for the best results. Contact: support@adobe.com