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# Adobe Newsroom

## Adobe Puts Greater Power & Possibility in Hands of Creators, Teams & Marketers at Adobe MAX 2024

October 14, 2024

[**Read more**](/news/2024/10/101424-adobe-puts-greater-power-possibility-in-hands-of-creators-teams-marketers)



## Get the latest Adobe news.

[Content as a Service v3 - Newsroom - Homepage - cHTML-Prod - Wednesday, November 13, 2024 at 22:13](https://milo.adobe.com/tools/caas#~~)

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[**View all Adobe news**](/news)

## Read Adobe customer stories.

[Content as a Service v3 - Featured Adobe Customer Success Stories - Monday, October 14, 2024 at 05:48](https://milo.adobe.com/tools/caas#~~)

[**View more customer stories**](https://business.adobe.com/customer-success-stories.html)

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## Explore Adobe facts and figures.

**#E60000**

## 13 billion+

Adobe Firefly image generations since launch

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## 16 billion

PDFs edited with Adobe Acrobat in the last year

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## 17 trillion+

daily segment evaluations by Adobe Experience Platform

[**Learn more about Adobe**](https://www.adobe.com/about-adobe.html)

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Full-width

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## See what others are saying about us.

### Fast Company

*“Why we do what we do every day is really around accelerating creative workflows and helping creatives be more creative within the applications that they use every single day, like Illustrator and Photoshop.”*

[Read more](https://www.fastcompany.com/91161756/adobe-illustrator-mockups-tool#_blank)

### CNBC

*“AI is a massive tailwind in each one of those businesses - Document Cloud and Creative Cloud - both with respect to attracting a whole new set of customers as well as the ability to have additional value and therefore being able to monetize.”*

[Read more](https://www.cnbc.com/video/2024/03/26/adobe-ceo-on-ai-innovation-expanding-ai-strategy-and-revenue-growth.html#_blank)

### Wall Street Journal

*“Unlike some of the more speculative AI visions put forth by nearly every company in tech, Adobe benefits from some of the clearest use cases that could prove especially popular with its user base.”*

[Read more](https://www.wsj.com/tech/ai/adobe-may-be-techs-biggest-ai-bet-yet-429f640f#_blank)

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## Contact our team.

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Direct all industry analyst inquiries to [adobear@adobe.com](mailto:adobear@adobe.com).

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