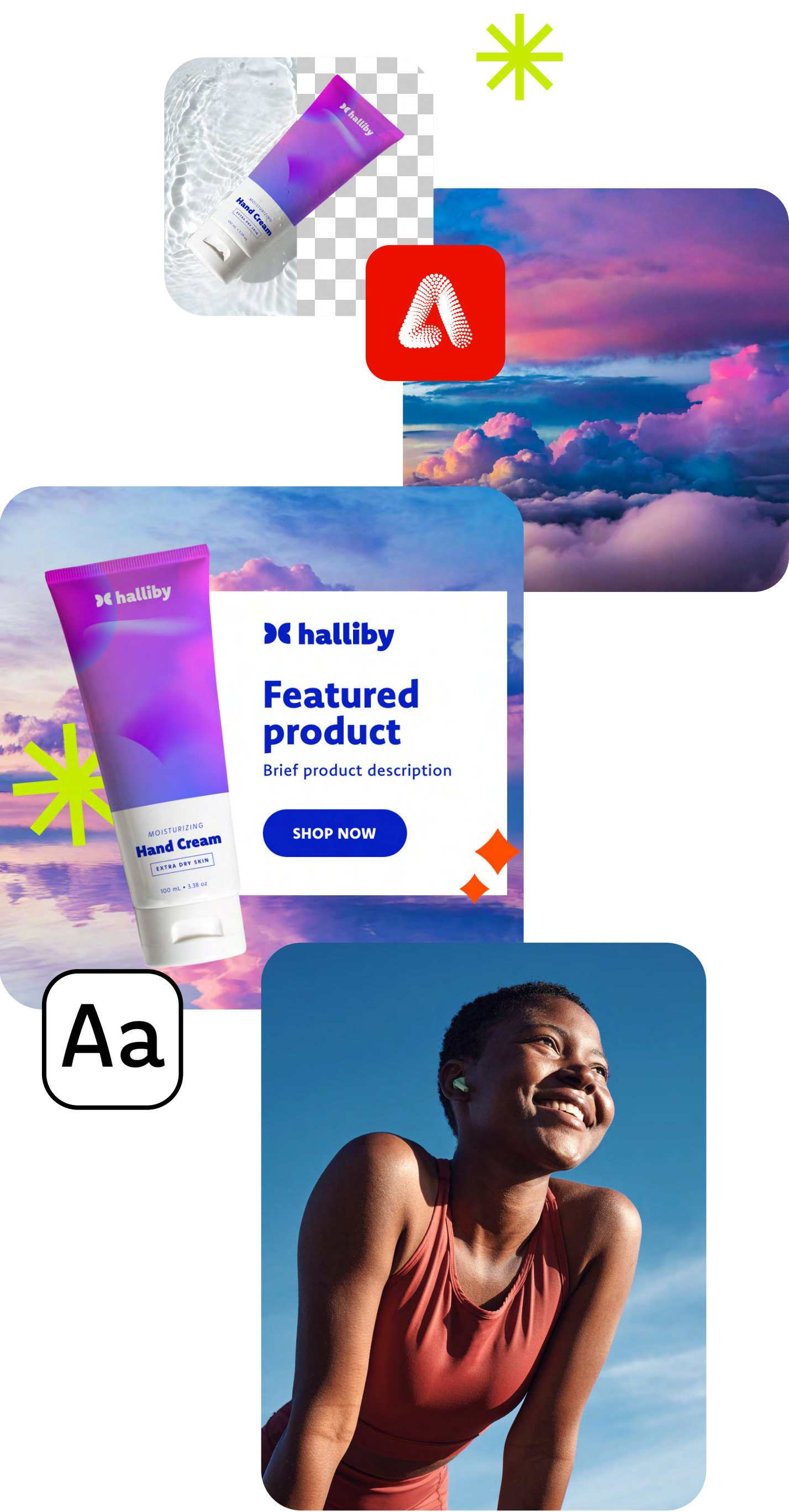


Adobe Firefly Services

Drive speed and scale with generative AI-powered workflows.



- 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 automate workflows and scale content production.
- Eliminate repetitive tasks
 - Produce unlimited variations
 - Integrate into any workflow
 - Maintain quality 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

Accelerate content production with the power of AI.

Firefly Services APIs can integrate anywhere across workflows, empowering teams across the organization to tailor content and stay on brand without depending on studio or agency support.

Automate workflows that combine product images, generative AI prompts, output sizes, and text copy translations to streamline content creation.

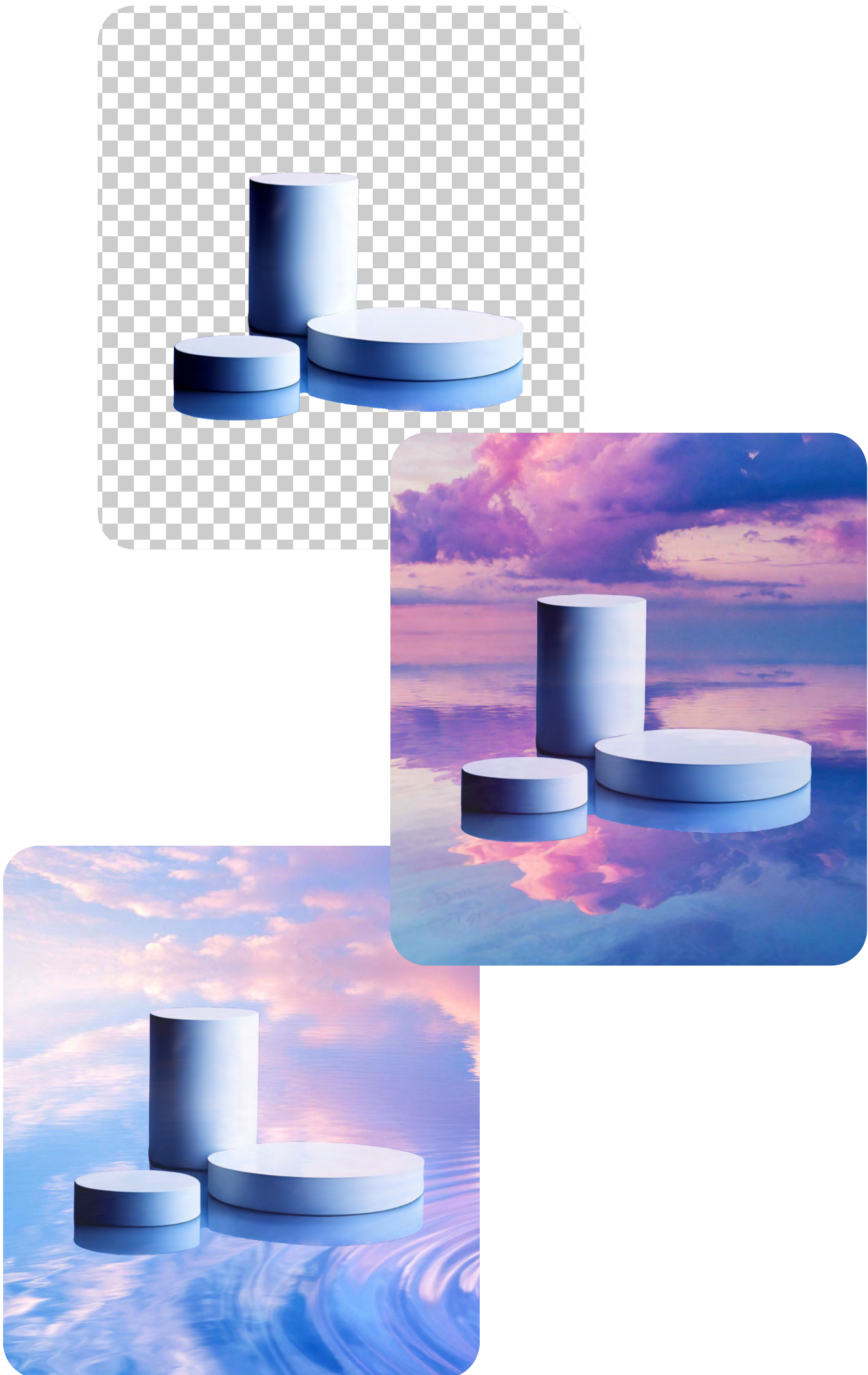
Explore 20+ generative AI APIs and industry-standard image editing capabilities, including:

Generate

- Text to Image
- Generative Match
- Generative Fill
- Generative Expand
- Create Mask

Edit

- Remove Background
- Smart Crop
- Auto Tone



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:

- Localize campaigns and assets
- Personalize campaigns and assets
- Accelerate digital merchandising
- Reduce the cost of photoshoots and post-production
- Engage customers with on-brand generative experiences

With Firefly Services, creative teams can edit, duplicate, and customize thousands of marketing asset variation requirements instantly—at a massive scale.

Generate with confidence.

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

- Designed to be safe for business
- Indemnified*
- Ethical
- High-quality

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

Augment Firefly Services with model customization.

- **Customize Firefly to your brand.** Create and share custom models across your organization to generate campaign styles, backgrounds, and objects—all unique to your brand.
- **Easily train and maintain.** Train Custom Models on a handful of brand images, all without complex prompts, engineering, or massive data sets.
- **Generate with confidence.** Assets used for training Custom Models will not be used to train Firefly’s foundational models.

Supercharge creative teams with generative AI.
Adobe Firefly

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Sources:
“IBM Reimagines Content Creation and Digital Marketing with Adobe Firefly Generative AI,” Adobe, 2024.