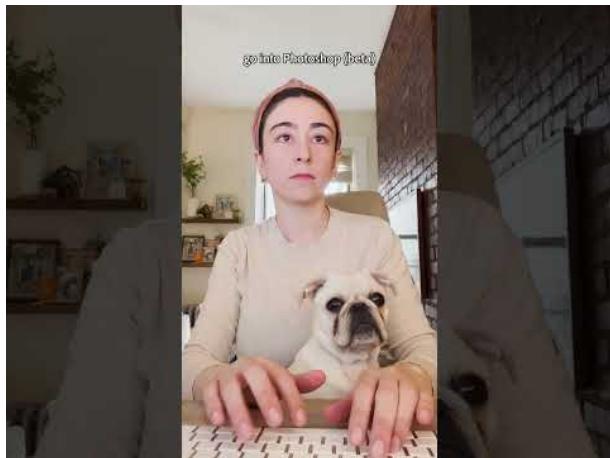


adobe generative ai 2

Indian consumers lead APAC in Generative AI expectations: Adobe Study

Dear Adobe: Give Us A Photography Plan Without AI



Additionally, the model can produce atmospheric elements like fire, smoke, and water, thereby enhancing video compositing options. While not revolutionary, this capability does add flexibility to Adobe's video editing suite. Also, just like other existing generative video tools, Firefly supports various camera movements and angles.

Adobe's AI and the Creative Frontier Study reveals creators' views on the opportunities and risks of generative AI – the Adobe Blog

Adobe's AI and the Creative Frontier Study reveals creators' views on the opportunities and risks of generative AI.

Posted: Tue, 08 Oct 2024 07:00:00 GMT [[source](#)]

Don't get me started on services, doctors, and anyone else who bar access unless you giving up your personal information. Adobe, on two separate occasions in 2013 and 2019, has been breached and lost 38 million and 7.5 million users' confidential information to hackers. Generative Fill is part of the new Adobe Photoshop hotness coming as a result of Adobe's Firefly and Sensei artificial intelligence (AI) efforts.

Now you can share images, files, and YouTube videos to Gemini Live

Clicking on the Report option will summon a similar form to that of additional feedback, but the options will, of course, be different. This is always a negative action – meaning that you find the results offensive or inappropriate in some way. Giving a simple thumbs-up or thumbs-down is the most basic level of feedback and is meant to rate the results of your prompt.

- They don't offer solutions, and instead dismissively point frustrated users towards the Report tool.
- This is always a negative action – meaning that you find the results offensive or inappropriate in some way.
- Have your say on this story by following CG Channel on Facebook, Instagram and X (formerly Twitter).
- Further, like every other Adobe Stock asset, anything created or changed using AI is designed to be commercially safe and backed by IP indemnification (for eligible customers).

Indeed, we follow strict guidelines that ensure our editorial

content is never influenced by advertisers. AI isn't all that it's cracked up to be, but some AI Photoshop tools are actually helpful. Attackers also use legitimate tools like ChatGPT to attempt to bolster their cybercrime activities, with OpenAI disrupting activity by malware developers and state-sponsored actors last year. Malicious LLMs have been promoted since at least mid-2023, when tools like the malware-focused WormGPT and the phishing-focused FraudGPT gained attention for lowering the bar for less-skilled attackers to conduct more sophisticated attacks.

Adobe

Also, Adobe is rolling out Text to Video and Image to Video, also powered by the Firefly Video Model, in a limited public beta in the Firefly web app. Text to Video lets video editors generate video from text prompts, access camera controls and use images for B-roll footage generation. "Creative Cloud has always had a rich partner and plugin ecosystem, and this evolution expands Premiere Pro as the most flexible, extensible professional video tool that fits any workflow. Adobe also believes Pika Labs' generative video tools may work alongside Adobe Generative Extend.

"Bulk Create, Powered by Firefly Services" is also now in beta and will let professionals edit large volumes of images more efficiently, streamlining tasks such as resizing or background removal. Adobe is making some new developer APIs for Firefly Services generally available in the coming weeks that developers can use to speed up video and print production workflows. "Dubbing and Lip Sync" can translate and edit lip movement for video audio into 14 different languages, and a new InDesign tool can automatically format text and images for print and digital media using predefined templates. "Digital avatars" created using text descriptions and voice recordings

will also be available in beta this month, which can be used to present videos and product explainers.

You can choose Expand selection in the Contextual Taskbar if you use Select subject or the Quick Selection tool to make your initial selection. Create a new layer and black out areas you don't want Generative Fill to see by using a Rectangle tool or Brush tool. We give you the inside scoop on what companies are doing with generative AI, from regulatory shifts to practical deployments, so you can share insights for maximum ROI.

How Oracle Consultancy Will Enhance IBM's Cloud Capabilities

It's being selective about how it integrates AI, using it to solve common editing issues that require a lot of manual editing to fix. By focusing on these quality-of-life updates, Adobe is hoping to endear its creators with generative AI. Other innovations in Illustrator include the Dimension Tool, Mockup, Contextual Taskbar, Retype, plus enhanced selection tools.

Generative AI at Adobe took off in 2023 with the introduction of its Firefly image generator and popular tools like generative fill in Photoshop. Its path here hasn't been totally error-free – an unclear terms of service update this summer left people worried Adobe could scan every one of their projects, for one. Now, Adobe hopes to introduce a new kind of AI alongside its text-to-image tech, which is most popular in other AI products. Earlier this year, Adobe announced a new set of features coming to the Firefly Video Model and Premiere Pro. This new preview shows off the capabilities and tries to reassure customers that the features are «commercially safe»

to use. AI-powered “Object Addition and Removal” will allow users to select and track objects and replace them in their footage.

Adobe’s AI models are only trained on Adobe Stock and other publicly licensed databases, not on users’ content or pulled from the open web. Firefly is commercially safe, meaning creators own the images they generate and can use them in business. Firefly’s upcoming video generation capabilities will make it the first publicly available commercially safe video model.

Lazy AI prompts are dead – we’re on the threshold of the «Controls Era» says Adobe

He writes news, features and buying guides and keeps track of the best equipment and software for creatives, from video editing programs to monitors and accessories. A veteran news writer and photographer, he now works as a project manager at the London and Buenos Aires-based design, production and branding agency Hermana Creatives. There he manages a team of designers, photographers and video editors who specialise in producing visual content and design assets for the hospitality sector. Since Firefly’s first beta in March 2023, users have generated more than 13 billion images, six billion of which were created in the last six months.

The Photoshop and Illustrator enhancements are joined by a new version of the company’s InDesign tool. Designers mainly use it to create visual assets such as brochures that contain a significant amount of text. As part of today’s update, the application is receiving a kind of visual autocomplete tool

called Generative Extend that can make an image larger by filling the empty space around it with new content. When the feature is active, the underlying AI model automatically finds a list of objects that the user may wish to remove from an image. Distraction Removal might, for example, highlight overhead wires in a photo of an office building.

Bringing generative AI to video with Adobe Firefly Video Model – the Adobe Blog

Bringing generative AI to video with Adobe Firefly Video Model.

Posted: Wed, 11 Sep 2024 07:00:00 GMT [[source](#)]

He is also the founder of Fractured Vision Media, LLC; a digital media production studio and distribution vehicle for a variety of creative works. One of the most highly anticipated features is Generative Extend in Premiere Pro (beta), which uses generative AI to seamlessly add frames to the beginning or end of a clip. Powered by the Firefly Video Model, it's designed to be commercially safe and only trained on content Adobe has permission to use, so artists can create with confidence.

Adobe scrambled to patch things up, tweaking their terms of service, but the damage was done. Their reputation took a beating, especially given the groundswell of anti-AI sentiment in creative circles. Content creators, from YouTube stars to industry analysts, raised their voices against the company—even recommending ditching the suite in favor of less popular (but more pro-creator, anti-AI) competitors.

New Generate Image feature generates entire images from text

prompts. The new public beta continues the rollout of features powered by Firefly, Adobe's generative AI platform, inside Photoshop. Everyone talks about scaling content creation, but what really transforms your business is scaling analytics. Content metadata analytics will be the center of our future content supply chain process. It's how we're going to get that feedback loop that continues to improve the content we create so we can deliver more effective and on-brand visuals to better engage with our customers. To accelerate creative workflows, Illustrator now has new tools including an all-new beta Generative Shape Fill so designers can quickly add detailed vectors to shapes by entering text prompts directly in the Contextual Taskbar.

Adobe Defends Data Usage

Check out the latest beta features in the compositing and motion graphics app, including the option to preview HLG and PQ video. It lets users apply non-destructive adjustments to images, including Brightness/Contrast, Exposure, Vibrance and Hue/Saturation, by painting them on directly, as shown above. IBM is experimenting with Adobe Firefly to optimize workflows across its marketing and consulting teams, focusing on developing reliable AI-powered creative and design outputs. Information in Investor's Business Daily is for informational and educational purposes only and should not be construed as an offer, recommendation, solicitation, or rating to buy or sell securities. The information has been obtained from sources we believe to be reliable, but we make no guarantee as to its accuracy, timeliness, or suitability, including with respect to information that appears in closed captioning.

"We are committed to continually improving our plans to meet the needs of all creative users, from enthusiasts to professionals. The Adobe Creative Cloud Photography plan has

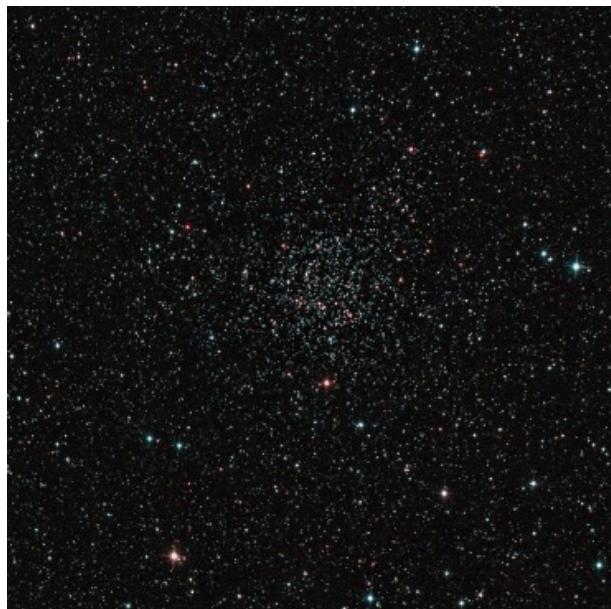
embraced the latest advancements in digital imaging and continues to be a powerful solution for editing, organizing, storing, and sharing images for anyone interested in photography. Last year, Adobe updated its Firefly generative AI platform multiple times, the most recent coming in September. Over that time, the Lightroom and Photoshop tools that rely on the technology have gotten steadily worse and the system's choice to add a Bitcoin logo to a photo of a seagull is a perfect distillation of the problem.

He holds a bachelor's degree in communication from Worcester State University and a master's degree in digital media studies from the University of Denver. The alternative set of controls numbers only two – but they are both very powerful. Once you declare a favorite, the heart icon will appear filled and the control will allow you to un-favorite the selected image instead. Note that Content Credentials are applied in this case just the same as they are when downloading an image.



As well as being able to comment on stories, followers of our social media accounts can see videos we don't post on the site itself, including making-ofs for the latest VFX movies, animations, games cinematics and motion graphics projects. Enhance Detail is a more conventional image-enhancement option, albeit an AI-based one, improving the "sharpness and clarity" of the content generated. The first two Firefly tools – Generative Fill, for replacing part of an image with AI

content, and Generative Expand, for extending its borders – were released last year in Photoshop 25.0. They include Generate Image, a complete new text-to-image system, and Generate Background, which automatically replaces the background of an image with AI content. The partnership also aims to incorporate AI into SAP's business workflows within industry-specific cloud solutions and applications for various business lines.



From there, we developed a robust review process to identify and mitigate potential risks and biases early in the AI development cycle. This multi-part assessment has helped us identify and address features and products that could perpetuate harmful bias and stereotypes. Generative Expand can sometimes provide enough additional context for generative fill in another area to work better. Cropping problematic or unwanted elements out of the image can remove potential guideline violation triggers.

Leave out the Generative Remove AI feature which looks like it was introduced to counter what Samsung and Google introduced in their phones (allowing you to remove your ex from a photograph). And I'm certain later this year, you'll say that I can add butterflies to the skies in my photos and turn a

still photo into a cinemagraph with one click. Alongside just removing the background, users can also set the tool to replace backgrounds with a specific image or color (defined by HEX codes) to get variations of each image that are ready for further editing. The file batches can be saved as either PNG or JPEG for now, with Adobe saying that support for Photoshop PSD files will be added in the future. Adobe Firefly Video Model is available in a limited public beta today through the Firefly web app, including text-to-video and image-to-video capabilities. Adobe continues to roll out more AI tools across its Creative Cloud family of apps with the announcement that Adobe Illustrator and Photoshop now have accelerated creative workflows that give users more control.

«We wouldn't have all of this AI everything if there weren't actual artists who were designing and uploading images, or if there weren't actual copywriters' writing to feed these models,» said Fong. «It's really important to acknowledge that where the basis comes from is real people and their real ideas.» «It's important for images to be explicit in that they are AI-generated,» said Erin Fong, a fine artist who uses Adobe for her marketing. «Information travels so fast these days ... some people probably don't know AI can generate things like that.»

Sometimes, roughly circling the general area that you want to fill works better than tracing the outline of something. Copy and paste something from another area of the image or from a stock image to cover a problem area. For example, in an outdoor photo, cover a subject or part of a subject with a tall shrub from a stock image. Using the Clone Stamp tool to roughly cover potential problem areas can sometimes work better than blacking them out.

On its earnings call, the company highlighted both future AI innovation and ways for it to help drive growth from both a

marketing and monetization perspective. Clicking upon the Show similar control will retain the particular, chosen image while regenerating the other three to be more in conformity with the image specified. Clicking the Submit to Firefly gallery option will summon a submission overlay through which you can request that your image is included in the Gallery. Starting at the left-hand side of this group of controls, we begin with an ellipse that represents Options which, when clicked, will summon a small overlay with additional choices.

«Where they become financially competitive is just how much harder they are down the road in understanding what enterprises want when it comes to AI image and video generation,» she said. «If you are a business looking to utilize AI, whether it's image generation or the new generation, you are going to have to ask yourself some tough questions about what you willing to risk in an age where people like to get litigious.» The study, which analyzed tens of thousands of prompts, revealed that nearly 8.5% of business users may have disclosed sensitive information, with 46% of these incidents involving customer data such as billing and authentication details. Have your say on this story by following CG Channel on Facebook, Instagram and X (formerly Twitter).