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Adobe Brings Conversational AI to Trillions of PDFs with the New AI Assistant in Reader and Acrobat

- AI Assistant in beta builds on Acrobat Liquid Mode to further unlock document intelligence with new capabilities in Reader and Acrobat
- Today's release is Adobe's first step in transforming digital document experiences with generative AI for consumption and creation
- Reader and Acrobat customers will have access to the full range of AI Assistant capabilities through a new add-on subscription plan when AI Assistant is out of beta

New Delhi, India., Feb. 20, 2024 – Today, Adobe (Nasdaq:ADBE) introduced AI Assistant in beta, a new generative AI-powered conversational engine in Reader and Acrobat. Deeply integrated into Reader and Acrobat workflows, AI Assistant instantly generates summaries and insights from long documents, answers questions and formats information for sharing in emails, reports and presentations. AI Assistant is bringing generative AI to the masses, unlocking new value from the information inside the approximately 3 trillion PDFs in the world.

AI Assistant leverages the same artificial intelligence and machine learning models behind Acrobat Liquid Mode, the award-winning technology that supports responsive reading experiences for PDFs on mobile. These proprietary models provide a deep understanding of PDF structure and content, enhancing quality and reliability in AI Assistant outputs.

"Generative AI offers the promise of more intelligent document experiences by transforming the information inside PDFs into actionable knowledge and professional-looking content," said Abhigyan Modi, senior vice president, Document Cloud. "PDF is the de facto standard for the world's most important documents and the capabilities introduced today are just the beginning of the value AI Assistant will deliver through Reader and Acrobat applications and services."

Immediately delivering new value
Acrobat Individual, Pro and Teams customers and Acrobat Pro trialists can use the AI Assistant beta to work more productively today, with features coming to Reader over coming days and weeks. No complicated implementations are required. Simply open Reader or Acrobat and start working with the new capabilities, including:

- **AI Assistant:** AI Assistant recommends questions based on a PDF's content and answers questions about what's in the document – all through an intuitive conversational interface.

- **Generative summary:** Get a quick understanding of the content inside long documents with short overviews in easy-to-read formats.
- **Intelligent citations:** Adobe's custom attribution engine and proprietary AI generate citations so customers can easily verify the source of AI Assistant's answers.
- **Easy navigation**: Clickable links help customers quickly find what they need in long documents so they can focus their time exploring and actioning the most important information.
- **Formatted output**: Ask AI Assistant to consolidate and format information into top takeaways, text for emails, presentations, reports and more. A "copy" button makes it easy to cut, paste and pass along.
- **Respect for customer data**: AI Assistant features in Reader and Acrobat are governed by data security protocols and no customer document content is stored or used for training AI Assistant without their consent.
- **Beyond PDF:** Customers can use AI Assistant with all kinds of document formats (Word, PowerPoint, meeting transcripts, etc.)

Innovating a global standard
PDF is the place where individuals and organizations keep their most important information. Thirty years after Adobe invented PDF, Acrobat remains the gold standard for reading, editing and transforming PDFs. And Acrobat is everywhere – on desktops, the web, mobile devices, as a stand-alone application and embedded in leading browsers and productivity apps like Microsoft and Google.

AI Assistant in Reader and Acrobat has guardrails in place so that all customers – from individuals to the largest enterprises – can use the features with confidence. Enterprise-grade security and information governance are available for large business customers. AI Assistant is developed in alignment with Adobe's AI Ethics processes. With AI Assistant in Reader and Acrobat, Adobe takes an LLM-agnostic approach, selecting best-in-class technologies that address a range of customer use cases. Adobe prohibits third-party LLMs from training on Adobe customer data.
Read more about how Adobe is leading secure, responsible generative AI in digital documents.

Productivity for all
AI Assistant in Reader and Acrobat transforms long documents and overwhelming information into helpful insights and easy-to-understand, actionable content. Project managers can now scan, summarize and distribute meeting highlights in seconds. Sales teams can personalize pitch decks and respond to client requests in minutes. Students can shorten the time they spend hunting through research and spend more time on analysis and insights. Social media and marketing teams can quickly surface top trends and issues into daily updates for stakeholders. AI Assistant streamlines the time it takes to compose an email or scan through a contract of any kind, delivering productivity to knowledge workers and consumers everywhere. Click here to see how people are using AI Assistant to save time and get insights faster.

The future of intelligent document experiences
Today's announcement signals the beginning of Adobe's vision to leverage generative AI to reimagine the value of digital documents. Adobe has a deep and rich roadmap ahead for AI Assistant capabilities:
- **Insights across multiple documents and document types**: AI Assistant will work across multiple documents, document types and sources, instantly surfacing the most important information from everywhere.
- **AI-powered authoring, editing and formatting**: Last year, customers edited billions of documents in Acrobat. AI Assistant will make it simple to quickly generate first drafts, help with copy editing – instantly changing voice and tone, compressing copy length and suggesting content design and layout.
- **Intelligent creation:** Key features from Firefly, Adobe's family of creative generative models, and Adobe Express will make it simple for anyone to make their documents more creative, professional and personal.

- **Elevating document collaboration with AI-supported reviews**: Digital collaboration is how work gets from draft to done. And with a 75% year-over-year increase in the number of documents shared, more collaboration is happening in Acrobat than ever. Generative AI will make the process simple, analyzing feedback and comments, suggesting changes and even highlighting and helping resolve conflicting feedback.

Pricing and availability
Reader and Acrobat customers will have access to the full range of AI Assistant capabilities through a new add-on subscription plan when AI Assistant is out of beta.

Until then, the new AI Assistant features are available in beta for Acrobat Standard and Pro Individual and Teams subscription plans on desktop and web in English, with features coming to Reader desktop customers in English over the next few weeks – all at no additional cost. Other languages to follow. A private beta is available for enterprise customers.

About Adobe
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of applicable securities laws, including those related to Adobe's expectations and plans for AI Assistant in Reader and Acrobat, Adobe's vision and roadmap for future generative AI capabilities and offerings and the expected benefits to Adobe. All such forward-looking statements are based on information available to us as of the date of this press release and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to the development and use of AI; failure to realize the anticipated benefits of investments or acquisitions; failure to compete effectively; damage to our reputation or brands; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; failure to recruit and retain key personnel; complex sales cycles; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; litigation, regulatory inquiries and intellectual property infringement claims; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our stock price. For a discussion of these and other risks and uncertainties, please refer to Adobe's most recently filed Annual Report on Form 10-K and other filings we make with the Securities and Exchange Commission from time to time. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.

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BLOG: Adobe's Next Generative AI Frontier: Digital Documents
By Abhigyan Modi

Over the past year, Adobe has delivered dozens of new generative AI-powered capabilities across our creative and experience applications, helping customers across every region create stunning content and memorable experiences for their customers.

Today, we're introducing the first steps toward a new vision for generative AI in digital documents – a vision that will redefine document productivity for everyone.

Accelerating your productivity with AI Assistant

Humans and technology have been able to "talk" for years, however generative AI unleashes a whole new model for that experience. Today we introduced a beta of AI Assistant, a new conversational engine deeply integrated into Reader and Acrobat workflows. Starting immediately, customers can use AI Assistant to work more productively. No complicated implementations are required. Simply open Reader or Acrobat and start using the new beta features today, including:

- **AI Assistant:** AI Assistant recommends questions based on a PDF's content and answers questions about what's in the document – all through an intuitive conversational interface.
- **Generative summary:** Get a quick understanding of the content inside long documents with short overviews in easy-to-read formats.
- **Intelligent citations:** Adobe's custom attribution engine and proprietary AI generate citations so customers can easily verify the source of AI Assistant's answers.
- **Easy navigation**: Clickable links help customers quickly find what they need in long documents so they can focus their time exploring and actioning the most important information.
- **Formatted output**: Ask AI Assistant to consolidate and format information into top takeaways, text for emails, presentations, reports and more. A "copy" button makes it easy to cut, paste and pass along.
- **Respect for customer data**: AI Assistant features in Reader and Acrobat are governed by data security protocols and no customer document content is stored or used for training AI Assistant without their consent.
- **Beyond PDF:** Customers can use AI Assistant with all kinds of document formats (Word, PowerPoint, meeting transcripts, etc.)

Acrobat: The de facto standard for your most important documents

Adobe pioneered and has led the digital document category for over 30 years. We invented the PDF format and open-sourced it to the world. We also introduced AI-powered innovations like an auto-tag feature that allows companies to scale PDF accessibility as well as Liquid Mode. The models behind Liquid Mode provide an unmatched understanding of PDF content and structure, allowing Acrobat to dynamically reflow document content and make it readable on smaller screens. Thanks to Liquid Mode, Acrobat customers have read more than 1 billion PDFs on mobile devices.

Each month, hundreds of millions of people turn to Adobe Acrobat as the world standard for reading, editing and transforming PDFs. And Acrobat is everywhere – on desktops, the web, mobile devices, as a stand-alone application and embedded in leading browsers and productivity apps. Acrobat meets people wherever they live and work in an environment they trust.

Our expertise in PDF technology has laid the foundation for AI Assistant to deliver reliable, high-quality output. By combining the power of generative AI with a deep understanding of documents, Adobe will transform the way people interact with and extract value from their most important documents.

Secure and responsible generative AI

PDFs are where individuals and organizations keep, share and collaborate on their most important information. In fact, today, PDF is the #1 business file format stored in the cloud.

Like other Adobe AI features, AI Assistant in Reader and Acrobat is governed by secure data protocols so that customers can use the capabilities with confidence. Features are developed and deployed in alignment with Adobe's AI principles of accountability, responsibility and transparency. In addition, AI Assistant features in Reader and Acrobat are governed by data security protocols and no customer content is used to train LLMs.

Read more about what Adobe is doing to provide secure, responsible generative AI features for digital documents.

The Future of intelligent document experiences

AI Assistant will change how everyone interacts with, understand and get value from digital documents, while cutting the time they spend on common tasks from hours to minutes. Working with AI Assistant, customers can transform information overload into actionable knowledge and professional-looking content. The capabilities introduced today are just the beginning of the new value Adobe intends to deliver through AI Assistant. Our vision for what's next includes the following:

- **Insights across multiple documents and document types**: AI Assistant will work across multiple documents, document types and sources, instantly surfacing the most important information from everywhere.
- **AI-powered authoring, editing and formatting**: Last year, customers edited tens of billions of documents in Acrobat. AI Assistant will make it simple to quickly generate first drafts, help with copy editing – instantly changing voice and tone, compressing copy length and suggesting content design and layout.
- **Intelligent creation:** Key features from Firefly, Adobe's family of creative generative models, and Adobe Express will make it simple for anyone to make their documents more creative, professional and personal.
- **Elevating document collaboration with AI-supported reviews**: Digital collaboration is how work gets from draft to done. And with a 75% year-over-year increase in the number of documents shared, more collaboration is happening in Acrobat than ever. Generative AI will make the process simple, analyzing feedback and comments, suggesting changes and even highlighting and helping resolve conflicting feedback.

As we continue to build toward a future with even more intelligent document experiences, we're excited to work with our global customer community to test, learn and evolve during the beta and beyond. To join us in creating the future, click here.

Forward-Looking Statements

BLOG: Adobe's Approach to Generative AI in Digital Documents
By Deepak Bharadwaj

Over more than decade, Adobe has delivered hundreds of intelligent capabilities across our creative, experience and document applications, providing tremendous value across billions of Acrobat subscribers worldwide.

Generative AI brings even more exciting possibilities – and some new challenges. Starting with Adobe Firefly our family of generative creative models, we've made a commitment to thoughtful AI innovation and leadership We continue to demonstrate this commitment in how we develop and deploy our technologies, in the practices we develop and through collaborations with industry and government partners to help create a world where game-changing discoveries can flourish alongside responsibility.

Today we're embarking on our next chapter of generative AI innovation by introducing our first capabilities for digital documents. AI Assistant in Reader and Acrobat, now in beta, is a new AI-powered conversational engine deeply integrated into PDF workflows.

We are taking the following steps to put the right capabilities and guardrails in place so our customers – from individuals to the largest enterprises – can use AI Assistant with confidence.

Building trust

Generative AI is an incredibly exciting technology that's already delivering tremendous value to our customers. Generative AI is also still in its early stages and improving the technology is an ongoing journey. To help build trust with customers, Adobe is taking a multilayered approach:
- **AI ethics testing and reviews** All AI Assistant features in Reader and Acrobat, including third-party LLM integrations, go through Adobe's responsible AI Ethics governance process and are

developed and deployed in alignment with the company's AI Ethics principles of accountability, responsibility, and transparency.

- **Guardrails for LLMs**: When working with third-party LLMs, Adobe contractually obligates them to employ confidentiality and security protocols that match our own standards. We specifically prohibit third parties from manually reviewing or training their LLMs on Adobe customer data. We also include robust testing and evaluation methodologies in pre- and post-processing and engineering processes.
- **Data security protocols**: AI Assistant features in Reader and Acrobat are governed by data security protocols, including testing and evaluation methodologies in pre- and post-processing, and evaluation, testing and evaluation built into our engineering processes.
- **Keeping humans in the loop**: AI Assistant includes attributions in generated responses, making it simple for customers to confirm where the information came from; an in-app message reminds customers to double-check the source of the answers AI Assistant provides.
- **Built for business:** AI Assistant includes enterprise-grade data security and information governance.
- **Ongoing customer feedback**: Generative AI is still emerging and improving the technology is an ongoing journey. Adobe provides customers with multiple channels – from in-app feedback and advisory boards to community groups and social listening programs – and encourages active conversations to help the company identify and address issues quickly.

Leveraging large language models (LLMs)

As a leader and visionary in artificial intelligence, Adobe builds foundation models in the categories where we have deep domain expertise and partners with best-in-class large language models (LLMs) for text-based experiences.

We take an agnostic approach to LLM-integrations, curating the best technologies, partners and models to deliver the right output for our customers' needs. For AI Assistant features in Reader and Acrobat, we are currently leveraging the Microsoft Azure OpenAI Service. We will continue to explore and test a variety of technologies to provide customers with quality, responsible experiences.

When working with third-party LLMs, Adobe contractually obligates them to employ confidentiality and security protocols that match our own standards. We also evaluate all LLM integrations in accordance with Adobe's AI Ethics process and principles. We specifically prohibit third parties from manually reviewing or training their LLMs on Adobe customer data. We also include robust testing and monitoring methodologies in pre- and post-processing and engineering processes.

Liquid Mode: A building block for document intelligence

Liquid Mode – Adobe's breakthrough reading experience that delivers an easier way to read documents on mobile – is powered by proprietary AI models that offer a deep understanding of PDF structure and content. Liquid Mode turns static information into dynamic data, automatically reflowing PDF documents to make them more readable and accessible on any sized screen. On the 30th anniversary of Adobe Acrobat and PDF, Liquid Mode achieved a major milestone, with customers using the feature to read more than 1 billion files on mobile devices. The technology has revolutionized reading experiences for individuals of all abilities and was recognized as one of Time Magazine's 2023's Best Inventions.

At the heart of Liquid Mode is the proprietary AI and ML-powered models that identify the elements of a PDF – like headings, paragraphs, images, lists, tables and more – and understand the hierarchy and ordering, making it possible to reformat a static PDF into a more dynamic, customizable experience.

Using Liquid Mode, customers can create intelligent outlines, collapse and expand sections and search text for faster navigation. They can also adjust things like font size and spacing between words, characters and lines to suit their reading preferences and abilities. Words also become resizable and reflowable, images tappable and expandable and tables fully responsive.

The experience our engineering and design teams gained by building Liquid Mode and then learning how customers get value from it is foundational to what we've delivered in AI Assistant. The ability to deeply understand PDFs enables AI Assistant to analyze and surface insights from digital documents with greater precision now and will allow us to continue to refine the outputs even further into the future.

Into the future

We're proud of Adobe's role in transforming the definition of PDF and the value we've delivered over the past 30 years. We believe the next 30 years will be defined by responsible innovation and look forward to working with our customers, our industry and the broader community to imagine and invent new ways to learn, create and collaborate with digital documents across our personal and professional lives. To join us in creating the future, click here.

Forward-Looking Statements

This blog contains "forward-looking statements" within the meaning of applicable securities laws, including those related to Adobe's expectations, plans and vision for future generative AI capabilities and offerings and the expected benefits to Adobe. All such forward-looking statements are based on information available to us as of the date of this blog and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to the development and use of AI; failure to realize the anticipated benefits of investments or acquisitions; failure to compete effectively; damage to our reputation or brands; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; failure to recruit and retain key personnel; complex sales cycles; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; litigation, regulatory inquiries and intellectual property infringement claims; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our stock price. For a discussion of these and other risks and uncertainties, please refer to Adobe's most recently filed Annual Report on Form 10-K and other filings we make with the Securities and Exchange Commission from time to time. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.