PR Contacts

Mayuri Dahiya

Adobe

mayurid@adobe.com

Megha Behl

Ruder Finn

megha.behl@ruderfinn.com

Adobe Express Launches Feature Updates in 8 Indian Languages, Bringing Linguistic Diversity and Power of Generative AI to Millions of Users

Mumbai, India, September 16, 2024 — Today, Adobe (Nasdaq: ADBE) announced exciting Indian language updates to its all-in-one content creation app Adobe Express, enabling millions of people across the country make stand-out designs to promote their ideas, passions and businesses. The interface for Adobe Express on Desktop Web and mobile is now available in *Hindi*, *Tamil*, **and** *Bengali*, allowing users the comfort of leveraging features in their native languages. Aimed at enabling local content creation, the Translate feature in Adobe Express for Desktop Web now supports eight Indian languages - *Hindi*, *Bengali, Gujarati, Kannada, Malayalam, Punjabi, Tamil*, **and** *Telugu*.

With this, everyone from students to content creators in India can leverage Adobe Firefly powered GenAI features in Adobe Express (like Generative Fill and Generate Image) for fast and easy creation of localized videos, flyers, resumes, banners, logos, and more.

Introducing Gen-AI powered Adobe Express features in Indian languages

"At Adobe, we're constantly innovating our products to make our powerful design tools accessible to more people," **said Govind Balakrishnan, Senior Vice President, Adobe Express and Digital Media Services.** *"With millions of active users, Adobe Express is seeing rapid adoption in India, and we're excited to double down on this diverse market's fast expanding content creation requirements by introducing user-interface and translation features in multiple Indian languages."*

Neha Sharma, artist and creator, popularly known as Neha Doodles said, *"In a market as diverse as India, content creation and creative expression spans across multiple languages and audiences. My Independence*

Day collaboration with Adobe Express has been a game-changer in helping me use GenAI – so simply and quickly – to design artwork in multiple Indian languages and broaden the reach of my content".

New features in Adobe Express for India

The all-new local language capabilities in Adobe Express will provide users with access to a range of generative AI-powered features, allowing them to access the tool's interface and create a wide range of content in eight Indian languages. Local language users will now be able to navigate the tool with ease, improve productivity, and browse relevant features and templates, leading to quicker task completion.

- **Auto-Translation:** Effortlessly translate text across single and multiple-page files, eliminating the need for manual translations and external tools. The Translate feature is a premium offering, currently available for free for a limited period. Users can take advantage of this feature to leverage Adobe Express's extensive collection of English templates by translating them into their preferred languages, supporting accessibility and customization like never before. Learn how to use the Translate feature [here](#).
- **Localized UI:** The user interface is now available in Hindi, Tamil, and Bengali, providing a more intuitive experience.
- **Text-Element Translation:** Users can selectively control which text elements are translated, ensuring place names, brand names, and other specific details remain accurate.
- **Multi-Page Translation:** Translate content across multiple pages with a single click, streamlining workflows.

About Adobe Express

Adobe Express is an all-in-one AI content creation mobile and web application that makes it fast and easy to edit photos and videos, to create social media content that stands out. Everyone from beginners to professional users can leverage Adobe Express for:
- Completing designs faster with thousands of professionally designed templates, Adobe Stock photos, videos, music, and more.
- Combining video clips, artwork, animations, and music to make videos with drag-and-drop ease.
- Generating extraordinary text effects and images instantly from just a description with Adobe Firefly generative AI along with features like Remove Background, Remove Objects, Generate Image, Generate template, Animate from Audio, Caption Video and more.
- Collaborating and commenting on files in real time with teams.
- Seamlessly syncing linked Photoshop and Illustrator assets.

The Adobe Express Free plan is available at no-cost for web and mobile applications. Adobe Express Premium plan includes all features and lets users create branded content with their logo, colors, and fonts. Adobe Express Premium is included with [most Adobe Creative Cloud plans](#) or available for purchase as a stand-alone plan via the Adobe website or in-app purchases in mobile applications.

Users can access Adobe Express on the [web](#) or download Adobe Express on [iOS](#) and [Android](#) mobile devices.

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