



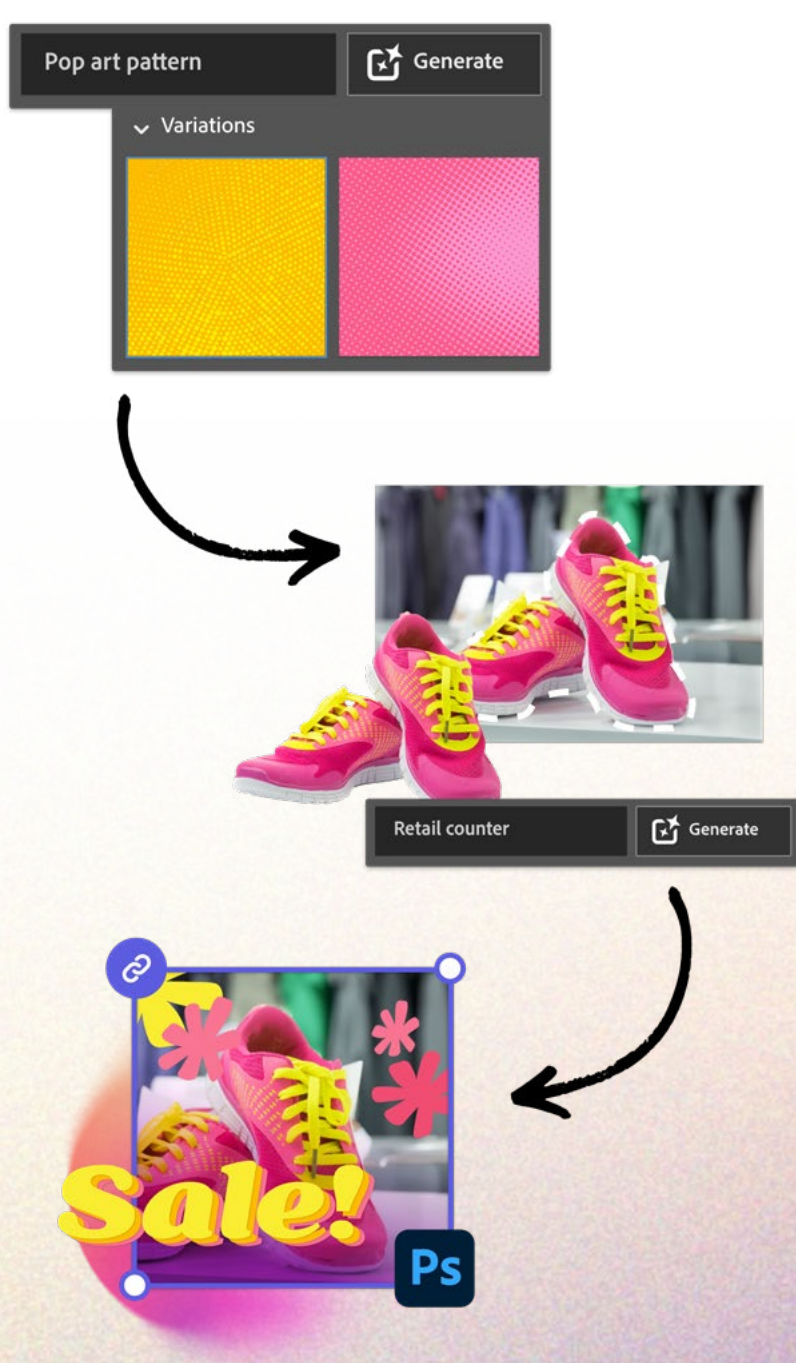
Adobe Creative Cloud

Creating with confidence: Using generative AI with integrity.



The need for (content) speed has never been greater.

No matter the industry, consumers are bombarded with content—which means only the most engaging and spot-on pieces stand out.



AI to the rescue.

Generative AI has quickly emerged with trailblazing tools allowing creators to speak with specificity to consumer needs at an unlimited scale.

72% of global consumers say generative AI will improve their customer experiences.

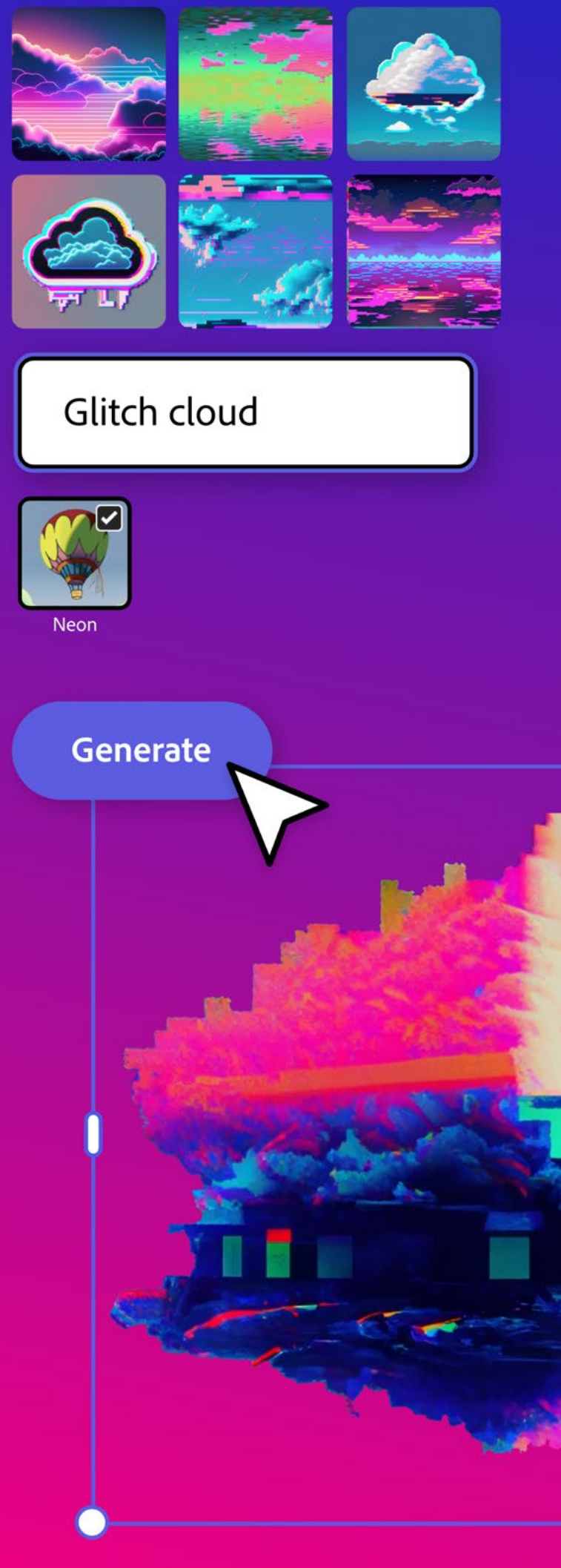
Source: [Adobe customer survey](#)

The Adobe difference: Safe, ethical, and ready for business.

While generative AI can unlock incredible new opportunities for creators who are now bound only by their imagination, using powerful technology like this requires a thoughtful and comprehensive approach.

Strong guardrails in place to ensure [generative AI] is used ethically **ranked #1** in an Adobe customer survey of over 17,000 customers and experienced professionals.

Source: [Adobe customer survey](#)



A commitment beyond code, ethical by design.

Built with our AI Ethics Principles, our generative AI is designed to be commercially safe and trained on moderated, licensed Adobe Stock and public domain images where copyright has expired, so your business can generate content for public and commercial use with higher peace of mind. Enterprises also have the opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly.

Across departments, a future fueled by generative AI is here.

89% of marketing and customer experience leaders say generative AI will help them create more and better content.

Source: [Adobe customer survey](#)

Create

Explore Adobe Firefly.

Boost creativity and productivity across your organization while delivering exceptional customer experiences with the power of generative AI.

