Adobe Gen-AI: Firefly

Adobe



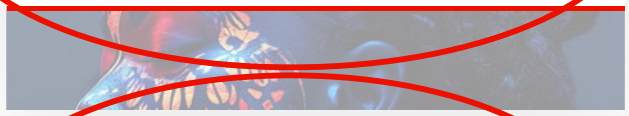
Our Approach on Firefly

Our approach to generative AI with Adobe Firefly

1. We do not and have never trained Adobe Firefly on customer content.



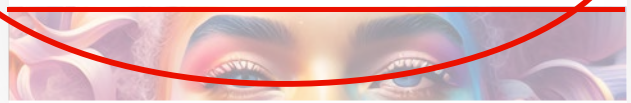
2. We only train Adobe Firefly on content where we have permission to do so.



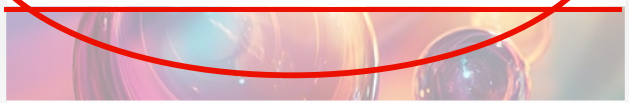
3. We compensate creators who contribute to Adobe Stock for the use of their content in training Adobe Firefly.



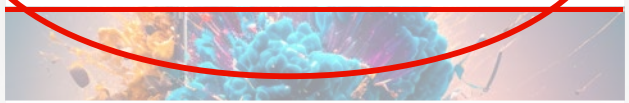
4. We do not mine content from the web to train Adobe Firefly.



5. We developed Adobe Firefly to prevent it from creating content that infringes copyright or intellectual property rights, and it is designed to be commercially safe.



6. We do not claim any ownership of your content, including content you create with Adobe Firefly.



7. We believe in protecting creators' rights and founded the Content Authenticity Initiative (CAI) focused on ensuring transparency in content ownership and how it was created.



8. We defend the intellectual property rights of the creative community through advocating for the Federal Anti-Impersonation Right Act.



9. We explicitly prohibit third parties from training on customer content hosted on our servers (such as on Behance).



Adobe

Online at Adobe.com: Our approach to generative AI with Adobe Firefly

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Adobe Firefly Models



Firefly Image Model



Firefly Vector Model



Firefly Design Model



Firefly Video Model



Firefly Audio Model



Firefly Sound Effects Model



Firefly 3D Model

Commercially safe

Adobe

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Adobe Partner Models

Google | OpenAI | Runway | Black Forest Labs | Luma AI | Topaz Labs | ElevenLabs | Moonvalley | Pika | Ideogram

- Gemini 2.5 (Nano Banana) (image)
- Imagen 4 (image)
- Imagen 3 (image)
- Veo 3.1 Fast (video)
- Veo 2 (video)
- GPT Image (image)
- Flux .1 Kontext Max (image)
- Flux .1 Kontext Pro (image)
- Flux 1.1 Pro (image)
- Flux 1.1 Ultra (image)
- Flux 1.1 Ultra (Raw) (image)
- Pika 2.2 (video)
- Runway Gen-4 (video)
- Runway Gen-4 Image (image)
- Runway Aleph (video)
- Topaz Bloom (image)
- Topaz Gigapixel (image)
- ElevenLabs Multilingual v2 (audio)
- Luma Ray3 (video)
- Luma Ray3 HDR (video)
- Luma Ray2 (video)
- Ideogram 3.0 (image)
- Marey by Moonvalley (video)

Adobe

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All the top models. All in one place.

Adobe Models

- Firefly Image 5
- Firefly Image 4 Ultra
- Firefly Image 4
- Firefly Image 3
- Firefly Video

Partner Models

- Gemini 2.5 (Nano Banana) (image)
- Imagen 4 (image)
- Imagen 3 (image)
- Veo 3.1 Fast (video)
- Veo 2 (video)
- GPT Image (image)
- Flux .1 Kontext Max (image)
- Flux .1 Kontext Pro (image)
- Flux 1.1 Pro (image)
- Flux 1.1 Ultra (image)
- Flux 1.1 Ultra (Raw) (image)
- Pika 2.2 (video)
- Runway Gen-4 (video)
- Runway Gen-4 Image (image)
- Runway Aleph (video)
- Topaz Bloom (image)
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- Luma Ray3 (video)
- Luma Ray3 HDR (video)
- Luma Ray2 (video)
- Ideogram 3.0 (image)
- Marey by Moonvalley (video)

Your Models

- Firefly Custom Models

Adobe

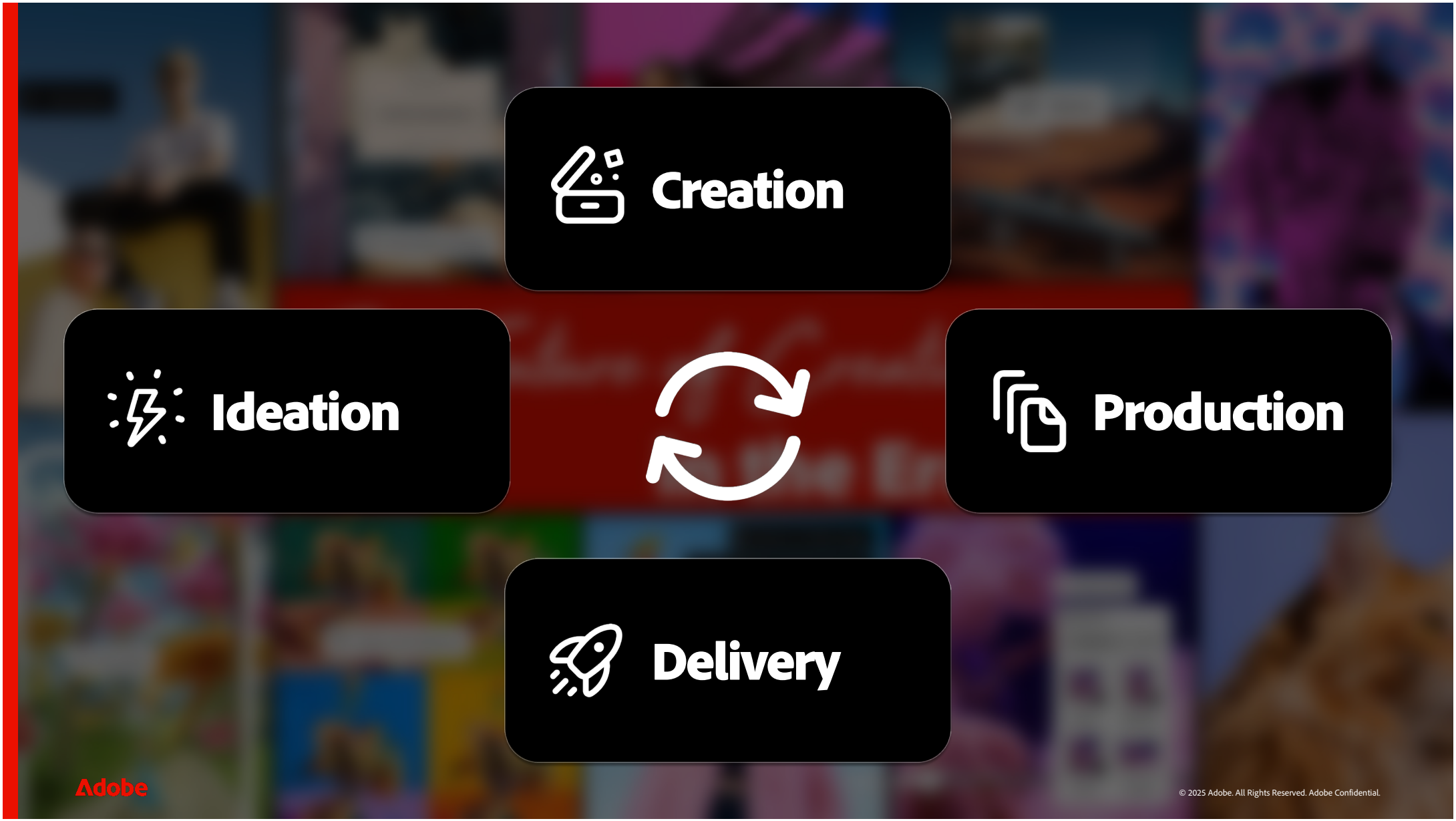
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Overview



Adobe


Harmonize
QUINNIE
ORANGE
4 OZ / 6 G
Generative Expand
Select subject
Remix
Effects
The Future of Creativity
in the Era of AI
Tap select
Color and vibrance
Gemini 2.5 Flash Image
Change clothes to pink fur long coat; change background to blue sky; one arm raised; yellow bird
Resize video
Resize for
Instagram
Square
1080 x 1080
Story/Reels
1080 x 1920
Portrait
1080 x 1350
Landscape
1920 x 1080
Generative Upscale



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Adobe Express

Firefly Board

Firefly

Creative Cloud

Creative Production

Ideation

Creation

Production

Generative Tools & Conversational Experiences

Adobe

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