

打造創意生產力

Mark Tsao | Weblink Project Manager

Adobe

The word "MAX" is written in a large, bold, white, sans-serif font. It is centered horizontally and partially overlaps a red square frame. The background of the entire slide is a vibrant, abstract digital artwork featuring a mix of colors including blue, pink, yellow, green, and black, with a prominent red square in the center.



創意

極富創意商業內容



Adobe Creative Cloud

AI生成創意行銷素材



Adobe Stock



AI 內容應用產出



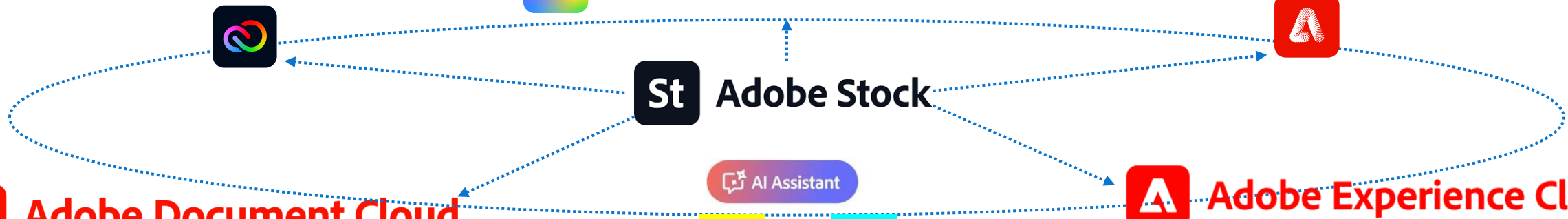
Adobe Document Cloud

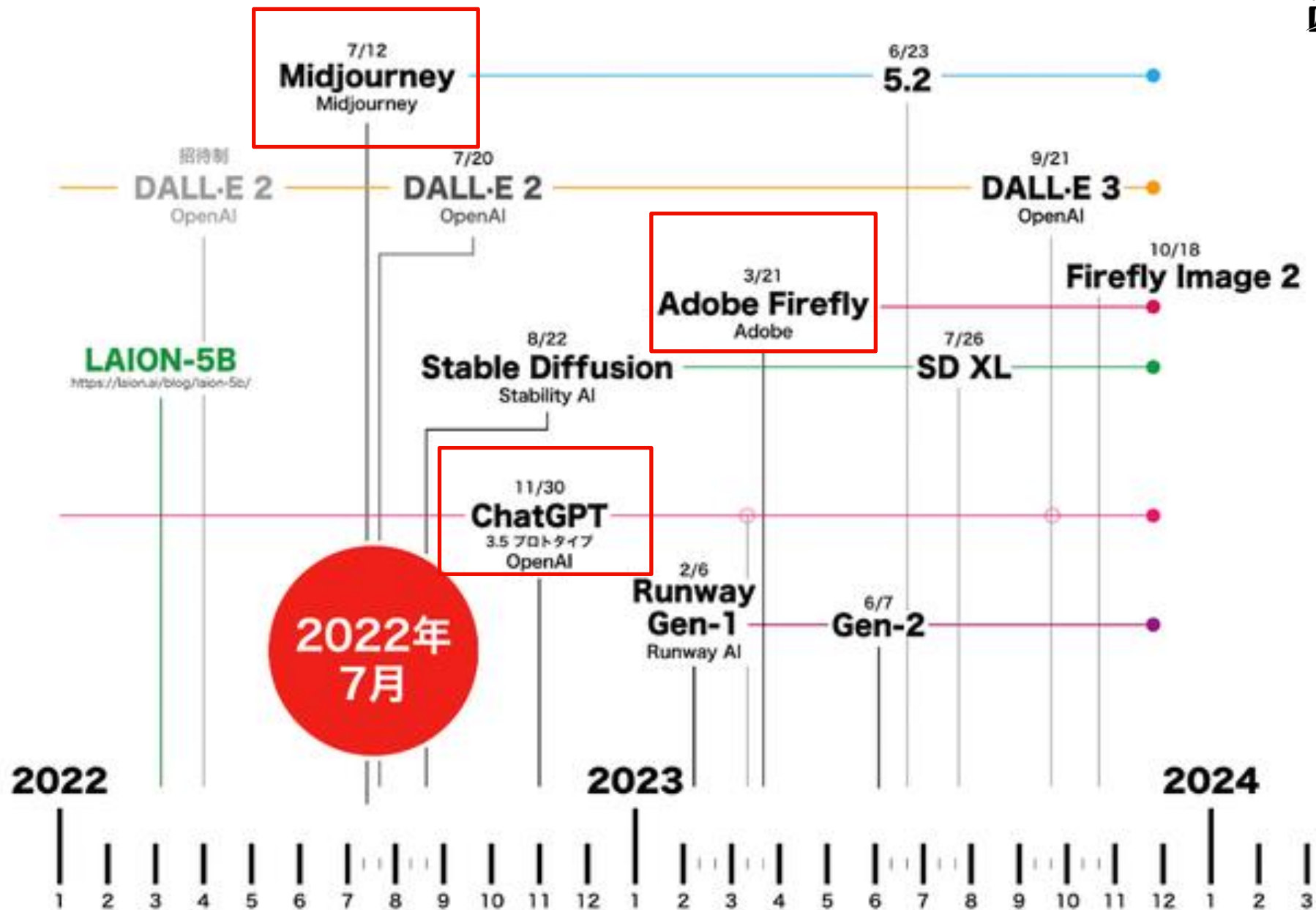
商業文檔



Adobe Experience Cloud

分析行銷





The year

Creativity

changed forever



A gumball machine filled with gumballs, multicolored gumballs explode out, illuminating natural light.



25%

Your video is generated by Google AI and will be shown in a new channel. Your report will be available in the Analytics section of your account.



ical wild...

subtropical
tional Park, a
wetlands,
ue habitat for a
subtropical
tures and high

May through
0°F, with

Q4 2023

- Generative Expand on iPad
- Dimension tool
- Save object selection
- Unembed multiple images at once
- Add prefixes to artboard names
- Delete linked and embedded objects
- Enhance color diversity
- Filler word detection
- Redesigned MOGRT management
- New sequence presets
- Trimming and multicam improvements
- Support for 16-bit PNG file export
- 3D model import
- Image-based lighting
- Advanced 3D renderer
- 2D/3D interoperability
- Animated lights and cameras
- 3D model-driven effects
- Move geometry panel and Auto Upright
- Create stack in Enhance
- Accessibility mode
- Support for new IPTC fields
- Support for new cameras and lenses
- Auto-expand frames
- Fit size to content
- Node placement
- Send textured mesh to After Effects
- Add custom themes to webpage
- Replace IG reel cover photo in Content Scheduler

Q1 2024

- Improved Layers panel
- Adjustment Presets
- Improved Contextual Task Bar
- Improved Remove Tool for iPad
- Enhanced Text to Vector Graphic (Beta)
- Match Font and Edit Text in Retype
- Generate patterns with a refined color scheme
- Customizable star shapes
- Improved pan and zoom
- Export and Import User Settings
- Id Text to Image (Beta)
- New brushes
- Spin option
- Export motion GIFs with transparent backgrounds
- Enhance Speech
- Enhanced Warp Stabilizer
- GPU-accelerated Noise Effect
- Label Color Presets and Swatches
- Import OBJ 3D models
- Enable video preview of Motion Graphics Templates
- Cast and accept shadows for 3D objects
- Per-character styling for Text layers
- Forensic Watermarking
- Support for Microsoft Office files
- Camera-to-cloud updates
- Workfront Integration
- Sort Order
- Filters & Smart Collections
- Use Illustrator files with art boards
- Pt 3D Assets in Painter
- Content Scheduler for multiple accounts
- Structure Reference in Text to Image
- Style Reference in Text to Image
- Firefly community gallery
- Firefly Image 2 Model
- 4K videos in Stock subscriptions

Q2 2024

- Improved Font browser
- Relink missing files automatically
- Spring brush set
- Summer brush collection
- Apple Pencil Pro support
- Interactive Fade Handles
- Audio tagging and badges
- Modern, intelligent waveforms and clips
- Hardware acceleration for more video formats
- Override the default media color space
- Multi-layer keyframe copy-paste
- Shadow catchers
- Embedded 3D model animations
- Camera and light properties in the Properties panel
- V4 Beta - Redesigned workspace
- V4 Beta - Metadata
- V4 Beta - Collections
- V4 Beta - Simplified sharing
- Real-time logging for Camera to Cloud
- Hardware decoding support
- Compare source and output in AME Export Settings
- Generative Remove (Early Access)
- Lens Blur
- Edit videos using Curve controls
- Slideshare options
- Generative Remove (Early Access)
- Lens Blur
- Improved sync workflow reliability and performance
- Outliner
- Raise tool
- Image to Texture (Beta)
- Text to Pattern (Beta)
- Text to Texture (Beta)
- Generative Background
- Interactive denoiser
- New Select tool option
- Firefly Image 3 Model
- Generative Expand in Generative Fill
- Style Kits for enterprises
- Object Composites for enterprises
- Custom models
- Adobe Express mobile app
- ChatGPT to discover Adobe Express templates
- Generate image with Firefly Image 3 Model
- Generate and edit captions for social media

Q3 2024

- Selection Brush Tool
- Adjustment Brush Tool
- Bullets and Numbering
- Text to Image with Firefly Image 3 Model
- Enhance Detail
- iPad Generative Expand
- Generate Image on Web
- Generative Shape Fill (Beta)
- Enhanced Text to Pattern (Beta) workflow
- Redesigned Mockup panel
- Contextual Task Bar
- Generative Fill (Beta)
- History panel
- Symmetry
- Motion presets
- Free Stock audio inside Premiere Pro
- Directly import to folder
- Lightroom Connect (Beta)
- Edit in Photoshop (beta or GA)
- Kuwahara filter
- Histogram equalize
- Bevel smooth
- 2D view
- Gradient map
- Assets Panel
- Updated VR controls
- Embroidery design
- Generative fill texture generator category
- Fast mode
- View in presenter mode
- Designs as view-only
- Collage maker quick access
- Import and enhance PDFs on mobile
- Visualize audio waveforms



Firefly 已經改變了 Photoshop 等應用程式的使用方式，並改變了影像編輯的未來。
以 Photoshop 為例，由 Firefly 提供動力的生成式填充功能，其採用率是一般熱門 Photoshop 功能的 10 倍。

The screen displays a comprehensive list of updates for Adobe products, organized by quarter. The updates are categorized by product type (e.g., Photoshop, Premiere Pro, After Effects) and include features like AI-powered tools, performance improvements, and new creative options. A presenter is visible on the stage in front of the screen.

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進化時間軸：難度驟降各面向都能輕易實現創意，養成未來AI世代的基本能力具備與創意思考

接受度高 / 繼文書處理之後的基本能力 / 介面熟悉親近 / 支援繁體中文 / 架構完整相容

ChatGPT Copilot

6/11
Acrobat推出
AI Assistant

Firefly Beta
開放
四種功能測試

Firefly
更新
導入樣式參考

Firefly MAX
更新
導入攝影參數

Firefly 03/21
一週年
生成結構綁定

Firefly 3
物件合成
風格套用

Firefly API
批量自動化
模型訓練

Firefly
預計更新?
Video Audio 3D

2023/03/21
推出
Adobe Firefly Beta

2023/09/14
推出
Adobe Firefly

2023/10/MAX
推出
Adobe Firefly 2

2024/04
推出
Adobe Firefly 3

2024/10/MAX
預計推出
Adobe Firefly ?

5/23
推出生成填充
Beta



Adobe Stock
支援
AI生圖



9/14
PS / AI
推出3個模型正式版



3/19
導入3D
Substance



4/19
整合至
Express



4/29
整合至
InDesign






5/22
整合至
Lightroom



網頁生圖→支援影像處理→推出影像 / 向量 / 排版模型→支援3D貼圖生成→社群行銷→支援出版、攝影、PDF→影音?

藝術與創意產業

建立藝術品、插圖或數位圖稿。提供參考影像，以激勵或引導AI製作藝術作品。

提示	樣式參考影像	輸出
<p>開闊的田野，馬群奔馳穿過長草，彩虹出現於背景中。 寫實</p>	 A reference image showing a traditional wooden windmill and a sailboat on the water, used as a style reference for the AI-generated artwork.	 The AI-generated artwork depicting a group of horses galloping through a field with a vibrant rainbow in the background, rendered in a realistic style.
<p>兩層樓現代環境友善別墅，寬闊景觀並附有游泳池</p>	 A reference image of a modern, eco-friendly bathroom interior, used as a style reference for the AI-generated architectural rendering.	 The AI-generated architectural rendering of a two-story modern villa with large glass windows and a swimming pool, reflecting the style of the reference image.

去年十月MAX發佈

Adobe 推出 全新Firefly Image 2 模型 (Firefly Image 2 Model)

Adobe MAX
The Creativity Conference

輕鬆重新建立影像的結構版面

產生符合參考影像之結構的影像，縮短寫出完美提示之前的試錯過程。



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—

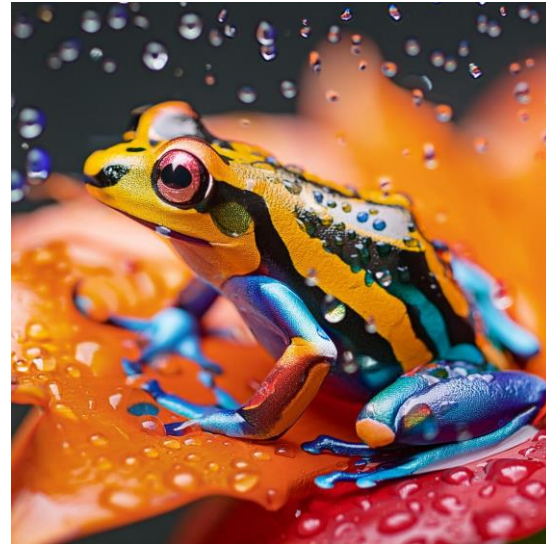


最佳的工作工具現在已經透過 Firefly 技術強化升級！



Adobe 將創意構想與生成式人工智慧推向新的高度

Firefly Image 3 Model (preview)



先進品質

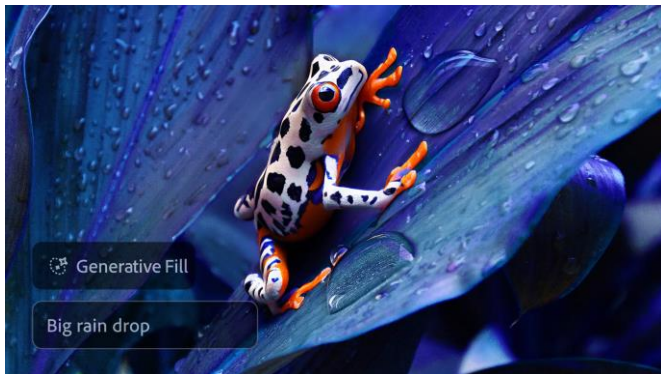
- 令人驚嘆的攝影品質和驚人的豐富細節以及迅速的準確性
- 更廣泛的插圖、攝影藝術、向量外觀風格
- 更好的結構，更筆直的線條

增強的創意控制

- 自動風格化功能
- 影像輸出更加多樣化
- 結構參考與風格參考

Ps

將 Adobe Firefly 生成式人工智慧整合至 Photoshop



生成式填充

使用簡單的文字提示，非破壞性地新增或移除圖像內容。系統會自動生成適當的陰影、反射、光線和透視效果，實現逼真的結果。



生成式擴展

在裁切工作流程中，同時擴展畫布並調整任何圖像的尺寸。生成式擴展會用新生成的內容填補空白區域，自然地與現有圖像融合，節省時間並產出高品質的調整結果。



生成相似

使用生成的資產來製作更多變化，讓您能夠輕鬆找到最喜愛的版本，而不需猜測哪個文字提示能產生理想的結果。



生成背景

使用與主體的光線、陰影和透視匹配的生成內容來替換背景。

採用最新的 Adobe Firefly 圖像模型

顯著提升了照片寫實品質，對複雜提示的理解更佳，並在結果上產生更多變化，讓您可以探索不同的方向。

Adobe Firefly 穩定朝向商業需求發展

CCT、CCE E4、ETLA

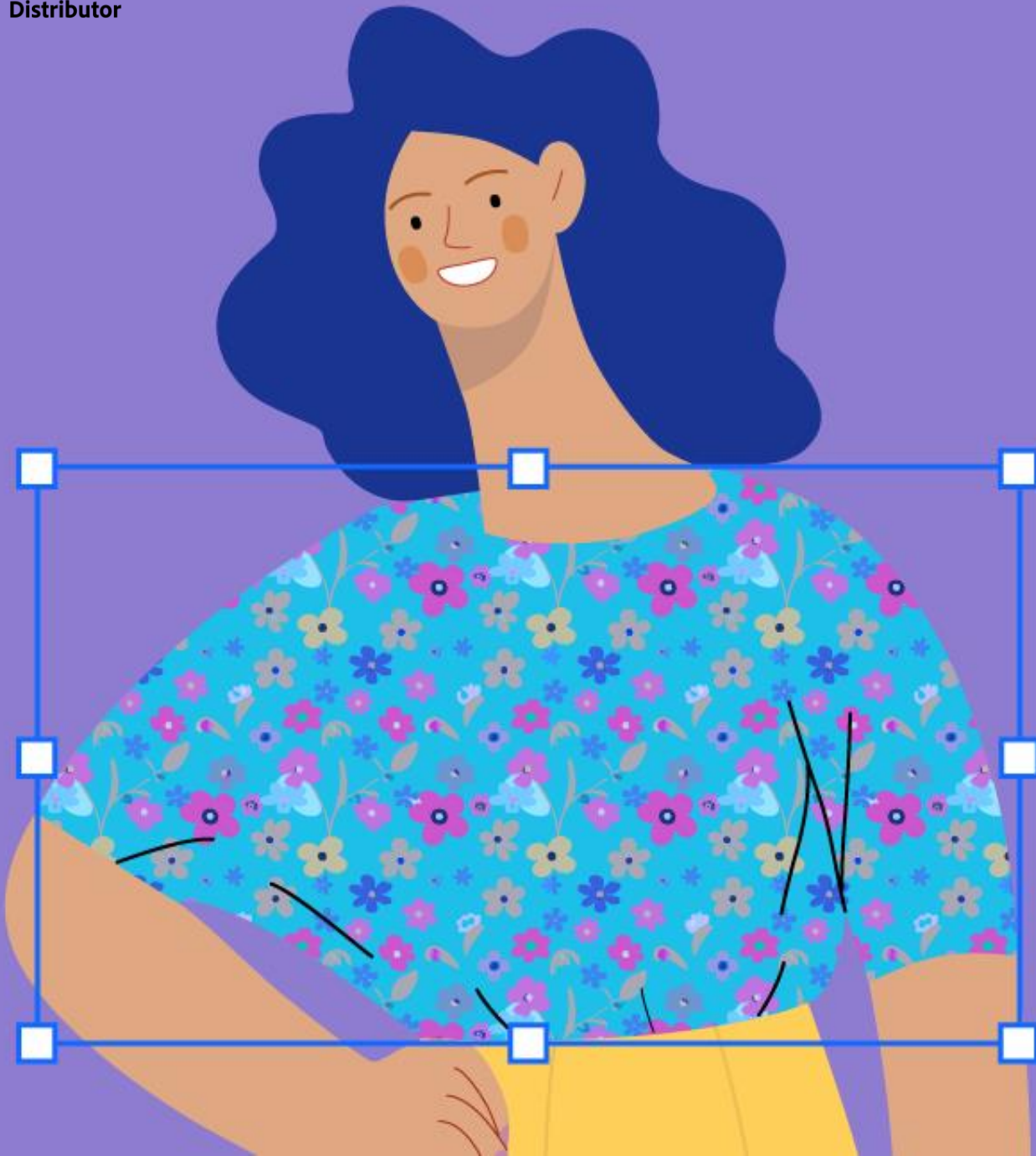
- 提示詞生圖 → 參考圖生圖 → 指定圖生圖 → 訓練圖生圖
- 結構隨機生成、風格隨機生成、主體隨機生成、背景隨機生成
- 結構指定生成、風格隨機生成、主體隨機生成、背景隨機生成、
- 結構指定生成、風格記憶套用、主體隨機生成、背景隨機生成、
- 結構指定生成、風格記憶套用、主體指定生成、背景隨機生成、
- 結構指定生成、風格內容訓練、主題模型訓練、背景隨機生成、
- 背景隨機生成：Firefly 1 → Firefly 2 → Firefly 3 (品質穩定精準提升)









最新發佈

Adobe 推出 全新 Firefly 向量模型 (Firefly Vector Model)

Adobe MAX
The Creativity Conference



 Pattern 

-  Subject
-  Scene
-  Icon
-  Pattern



Small colorful flowers 

 Generate



dynamic high energy dragon

Firefly Image 3 Model



a cute kawaii tiger

Firefly Vector Model



a dance party post

Firefly Design Model

Adobe Document Cloud

在Acrobat中遇見AI助手（測試版）。在桌面或網頁應用程式中與您的文件互動，以獲得快速答案和一鍵摘要。然後利用這些洞察力創建有影響力的內容，提升您的生產力。



直接在 Acrobat 中編輯文字和圖像
輕鬆修復文字和交換圖像，無需跳到另一個應用程式。只需點擊幾下即可。

最新發佈

Adobe 推出 全新 Firefly 設計模型 (Firefly Design Model)

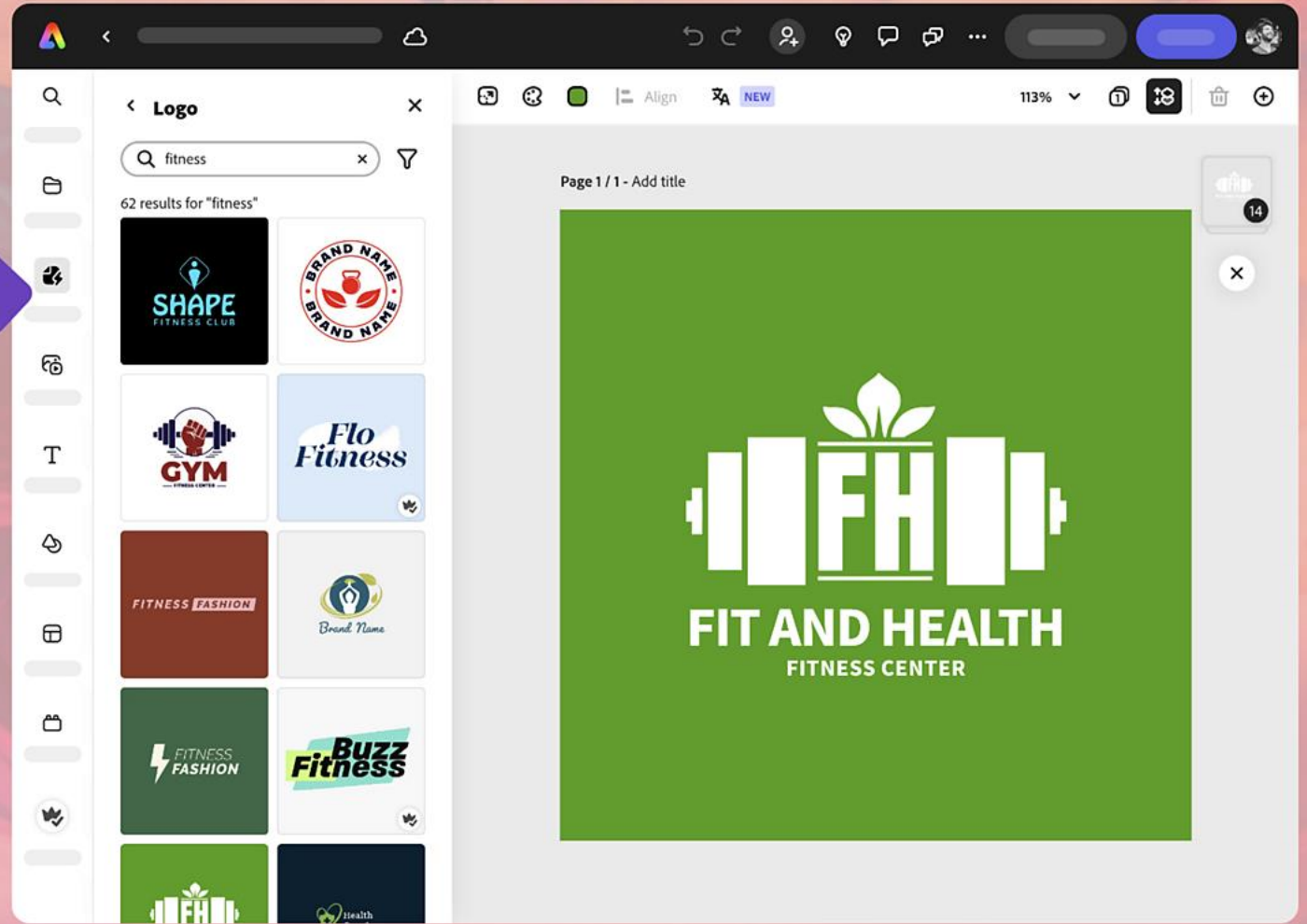
Adobe MAX
The Creativity Conference



Adobe Express



ChatGPT



從創意混亂走向生產力

構思

收集

編輯

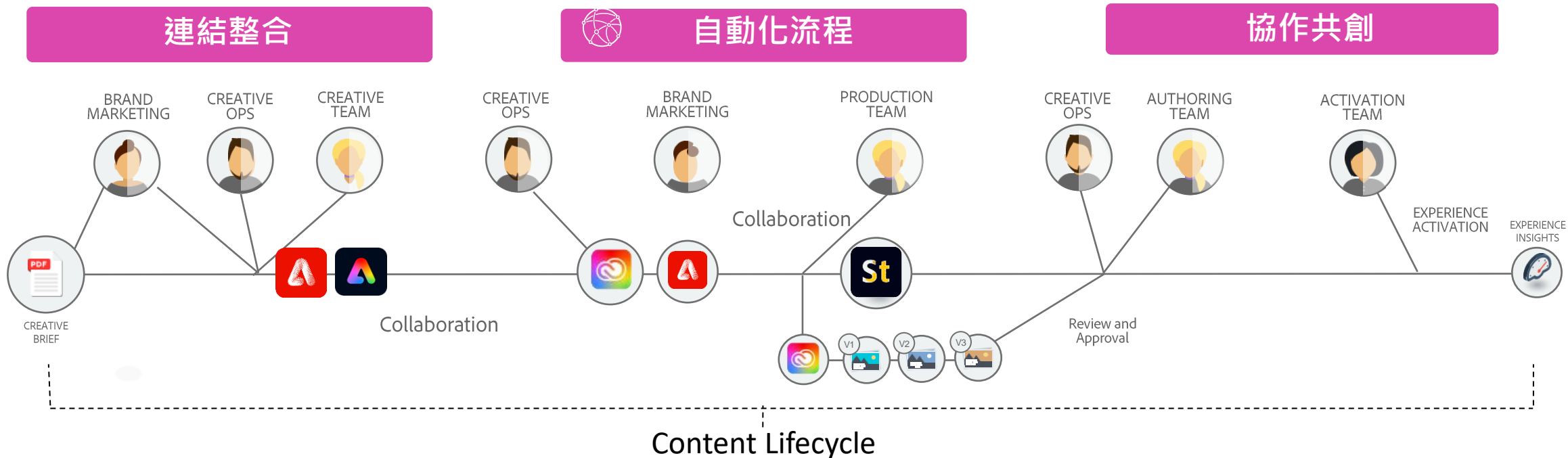
反覆調整

審核



Content Lifecycle

邁向創意生產力



3D & Video

Adobe

A vibrant, abstract 3D rendered scene featuring a red square frame. The scene is composed of various colorful, textured shapes and surfaces, including a large pink and blue dome-like structure at the top, a yellow and blue landscape below it, and a green and blue base. The word "MAX" is prominently displayed in large, white, bold, sans-serif capital letters across the center of the frame.

MAX

擴大 3D 與影片的使用範圍

Adobe 的 3D 與影片工具正在轉變內容創作，讓進階功能更容易被更廣泛的使用者所接觸。

推廣 3D

讓各種技能層級的使用者更輕鬆地創作與協作

簡化影片製作

讓創作者能夠快速且高效地製作高品質內容

降低豐富媒體創作的門檻，賦能各行各業的創作者實現其創意



dynamic high energy dragon

Firefly Image 3 Model



a cute kawaii tiger

Firefly Vector Model



a dance party post

Firefly Design Model



mushroom walking in the forest

Firefly Video Model





Create *magic.*

**More power to create
what's true to you.**



在生成式人工智慧 時代實踐負責任的 創新

Adobe



MAX

我們運用 Adobe Firefly 的生成式人工智慧策略

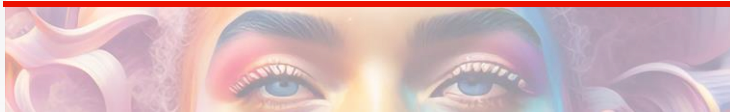
1

我們從未使用客戶的內容來訓練 Adobe Firefly。



4

我們不會從網路上挖掘內容來訓練 Adobe Firefly。



7

我們致力於保護創作者的權利，並創立了內容真實性倡議（Content Authenticity Initiative, CAI），專注於確保內容所有權及其創作過程的透明度。



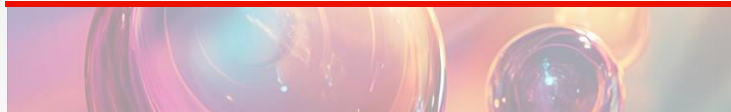
2

我們僅在獲得許可的情況下，才使用相關內容來訓練 Adobe Firefly。



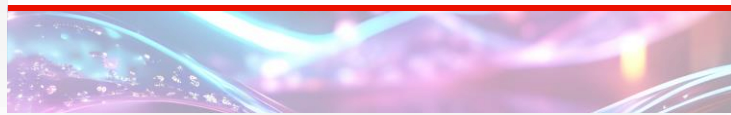
5

我們開發 Adobe Firefly 時，特別防止其生成侵害版權或智慧財產權的內容，並確保其商業使用的安全性。



8

透過推動《聯邦反冒充權法》（Federal Anti-Impersonation Right Act），我們捍衛創意社群的智慧財產權。



3

對於貢獻 Adobe Stock 的創作者，我們會補償其內容在訓練 Adobe Firefly 中的使用。



6

我們不主張擁有您的任何內容，包括您使用 Adobe Firefly 創作的內容。



9

我們明確禁止第三方使用託管在我們伺服器上的客戶內容（例如在 Behance 上的內容）來進行訓練。





Apps

Ps

Photoshop

Ai

Illustrator

Id

InDesign



Adobe Express



Adobe Firefly

Lr

Lightroom

LrC

Lightroom
Classic

Fr

Adobe Fresco



Acrobat Pro



Acrobat Reader



Scan

Pr

Premiere Pro

Ae

After Effects

Au

Audition

An

Animate

Ch

Character
Animator

Me

Media
Encoder

Ds

Substance 3D
Designer

Pt

Substance 3D
Painter

Sa

Substance 3D
Sampler

Sg

Substance 3D
Stager

Ar

Aero

Services



Experience Cloud

Bē

Business

St

Adobe Stock

Br

Brand

Pf

Portfolio

f

Adobe Fonts

Firefly Models



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