

Adobe MAX

Adobe MAX 2024:
A new era of creativity.





Introduction

Writing about Adobe MAX is a little like dancing about architecture. From the dazzling visuals on display to the buzz of creative people from all over the world sharing ideas and inspiration, a written summary can't quite capture the excitement of the in-person experience on Miami Beach.

That said, we present this report in the spirit of bringing you the highlights and headlines. In it, we'll share not only what we demonstrated but also what we learned from so many of you who were there.

Mostly, we want to give you the opportunity to see what captures your imagination and to explore what might help you work more effectively now—and in the future.





A time of transformation.

Chances are excellent that if you're reading this, you're already aware of the overarching themes that face content producers today:

- The demand for high-quality, on-brand content is increasing exponentially.
- We rely on human ingenuity to differentiate our brand within the growing sea of content—but humans only have so many hours in a day.
- We need to find ways to ensure that what we create is meaningful and connects with our intended audience.

We find ourselves in a once-in-a-generation time of transformation. Because, worldwide, people are consuming more content digitally for work, for education, and for entertainment. As the demand increases, so does the speed at which content needs to be created and delivered.

That means we also find ourselves at a time when creatives themselves are even more in demand. Producing content that truly stands out, that engages people with unique visions and stories that speak to them, is where human experience and taste can never be replaced.

As we navigate the new opportunities that AI brings to content creation, it's what motivates us to develop tools that enable the human aspects of creativity. By automating the kinds of manual, repetitive tasks associated with creating, customizing, and analyzing content at scale, we believe these tools will allow creatives to explore and reach new heights of imagination.

“This new era of technology will help us all take more creative risks—risks to explore and test the far edges of our imaginations and to try things that would have previously been too expensive or altogether impossible. It's an exciting time.”

Scott Belsky

Chief Strategy Officer and EVP
Design & Emerging Products, Adobe



5X

**increase in content
demand over the
next 2 years**

9 in 10

**creative teams
in the US report
that they're hiring**

2X

Job growth



e survey of 2600+ customer experience and marketing professionals in eight countries - US, UK, Germany, France, Australia, New Zealand, Japan, India
ert Hall's "Demand for Skilled Talent" report based on survey of 300+ hiring managers in marketing & creative professions in the US (2600+ respondents overall)
ch based on Bureau of Labor Statistics Occupational Employment Projections (2023-2033)

Responsibility first.

If 2023 was the year that hinted at the promise of AI, 2024 is the year that made it real, as we demonstrated “a ton” of new features and solutions throughout our products.

But as we've begun to see how AI is expanding the scope of creative possibilities, it's also the year that's had everyone talking about the responsibility that comes with both developing AI tools and using AI-generated imagery.

[Adobe puts responsibility above all else.](#)

We know that AI raises ethical questions around intellectual property, style ownership, bias, data privacy and content authenticity, and misinformation.

It's why we took on the responsibility of understanding the implications of this technology for all of us. Because we respect

creators' intellectual property, Adobe Firefly is trained only on licensed and public domain content. We're conducting rigorous testing of all our AI-powered features to mitigate against harmful biases and stereotypes. As founders of the Content Authenticity Initiative, we are committed to transparency in content ownership and how it was created. This means that brands can customize Firefly with their own assets, knowing that we do not train Firefly models on their inputs. Finally, we defend the intellectual property rights of the creative community through advocating for the Federal Anti-Impersonation Right Act so creators can take action against those who might impersonate your style.

In other words, Firefly lets you [create with confidence.](#)



“For us, Adobe was an obvious choice because they are prioritizing ethics—how they train their models and how they support the creative community. They were the ones who were willing to jump in with us to make sure we were doing this in the most responsible and ethical way possible.”

Daniela Maldonado

Sr. Design Manager
PepsiCo Design and Innovation Center





Product announcements.

From ideating and creating all forms of content and media to reaching viewers with personalized experiences and delivery across every channel to better understanding its impact and reach, our goal is to unleash creativity across every facet of digital experiences.

With Adobe Firefly built into applications throughout Creative Cloud and beyond, here are some of the new features and solutions that will help teams work with greater power and precision to realize their unique visions and share them with the world.

“AI is the ultimate ‘what-if’ machine.”

Shantanu Narayen
Chair and CEO
Adobe

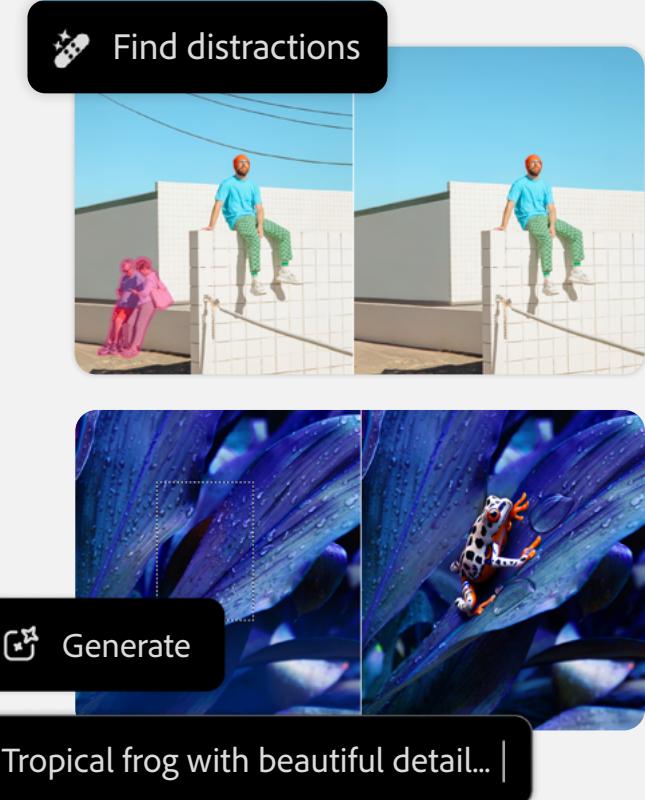
New in Creative Cloud.



Photoshop

Firefly within Photoshop is already one of the most popular innovations, saving creatives hours of time by automating processes with new features like Distraction Removal. Wires in the frame? The unfunny photobomb? It's now possible to automatically remove whatever you like while Firefly accurately replaces the background in moments. Generative Fill, Generative Expand, Generate Background, and Generate Similar likewise help you create the image as you envision it using simple text prompts instead of hours of hand work.

Then there's the new Generative Workspace, which lets you use text-to-image commands to create a sandbox of possibilities for ultra-fast ideation and exploration.

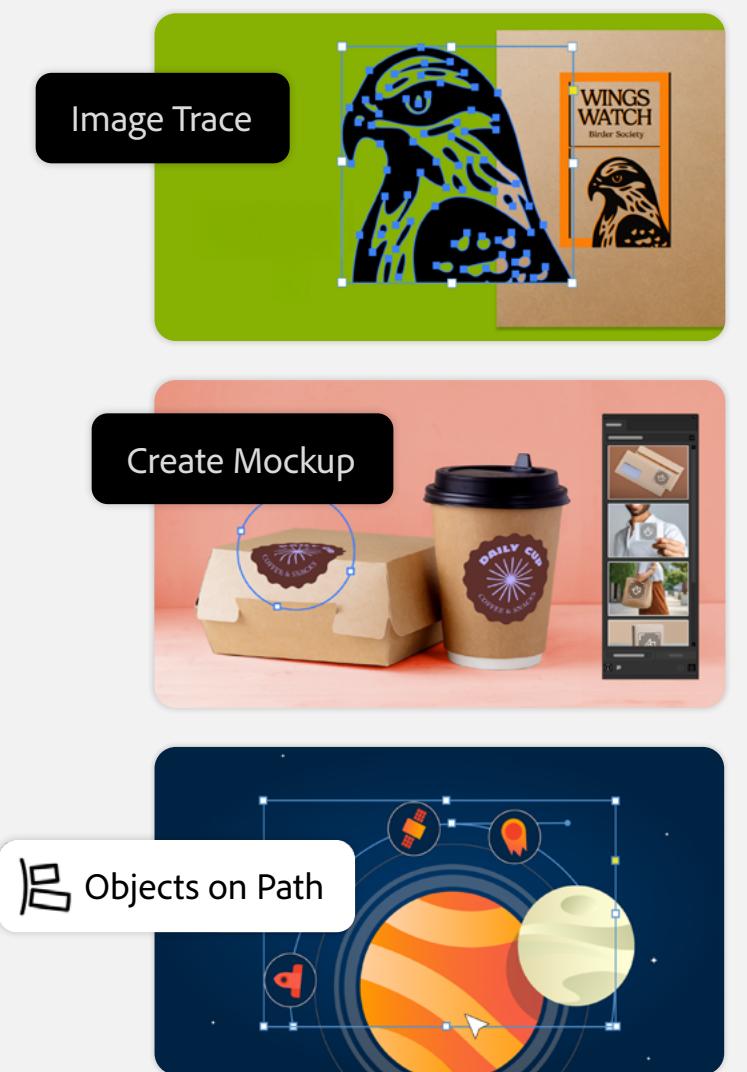


Adobe Illustrator

Three new features will delight designers and illustrators by automating time-consuming tasks. The newly enhanced Image Trace lets you draw on paper or in apps like Photoshop or Fresco and then transform those drawings into crisper, more accurate vector graphics.

The Mockup feature lets you easily place a logo or artwork on an object, making automatic adjustments to fit the curves and edges.

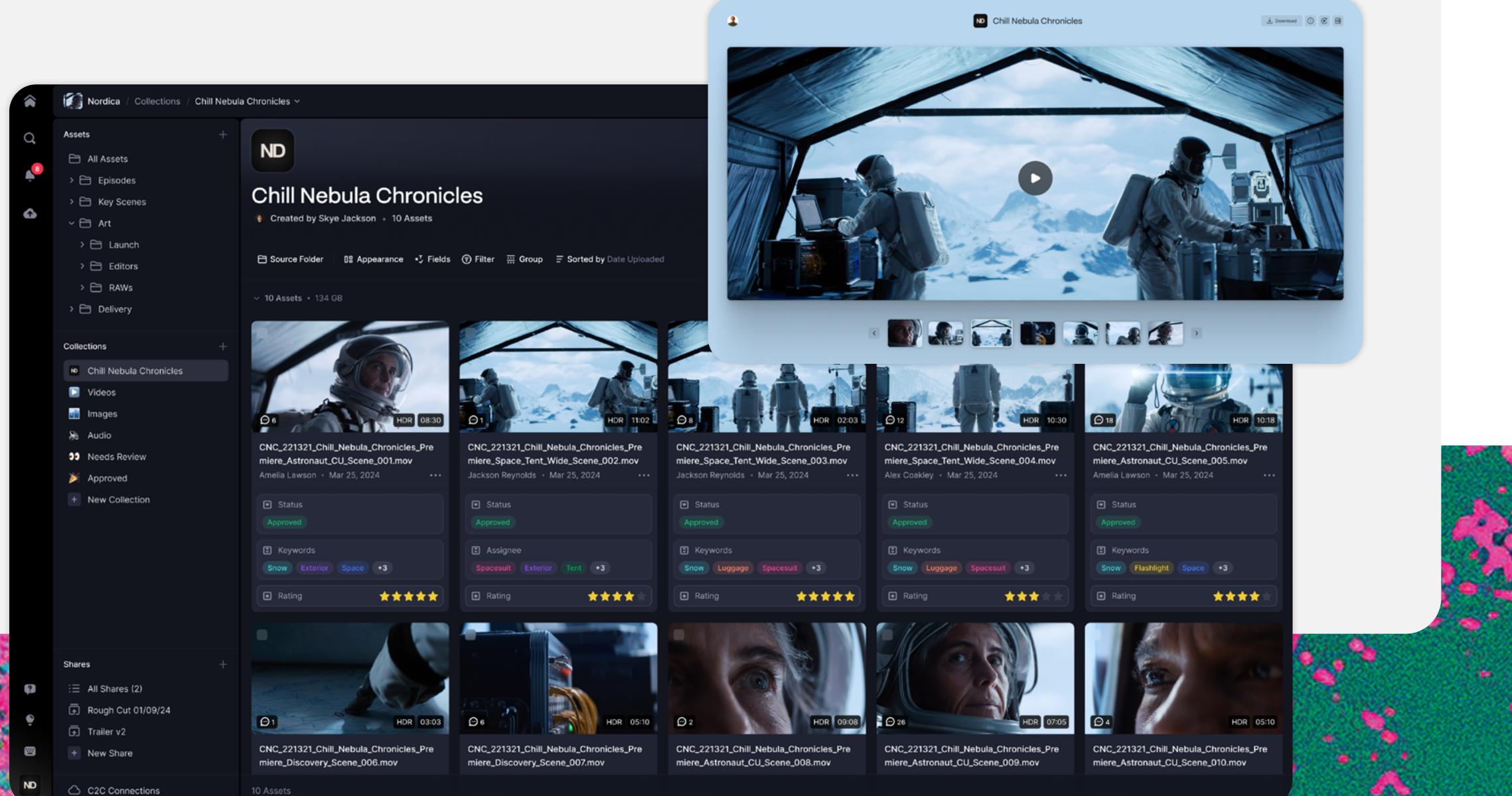
And Objects on Path now lets you align objects on nonlinear or even organic paths. Stay tuned for Project Neo in Creative Cloud (currently in private beta) that brings 3D object design as vector graphics into Illustrator so you can easily manipulate attributes like artistic style, lighting, and perspective.



Frame.io V4

Frame.io V4 is the biggest update to the creative management platform to date. All your assets, collaborators, and stakeholders stay unified from pre-production through final delivery, helping everyone stay creatively aligned. The powerful new metadata framework not only helps you build bespoke workflows that boost your teams' productivity, it also lets you organize (or reorganize) your assets for different views, collaborators, or purposes.

With support for a vast array of file types from video and photographs to design files, PDFs, and so many more; direct input from a variety of cameras, video, and audio devices through Camera to Cloud; and the fully redesigned iPad and iPhone apps, Frame.io V4 lets you securely collaborate with your team from anywhere.



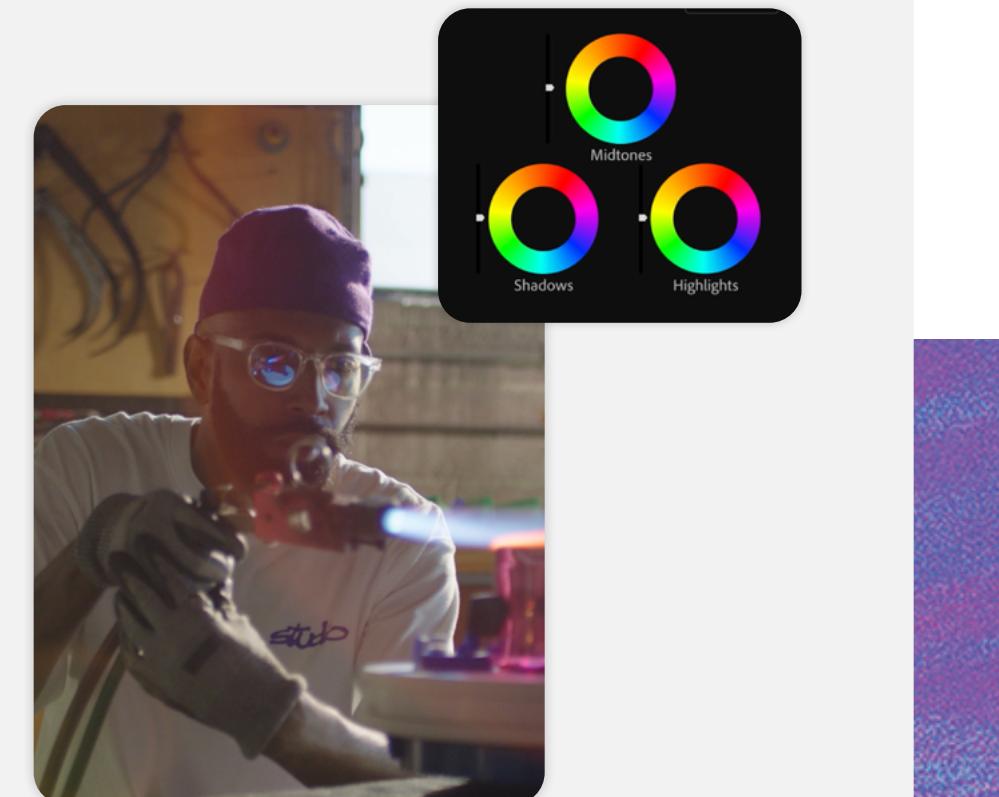
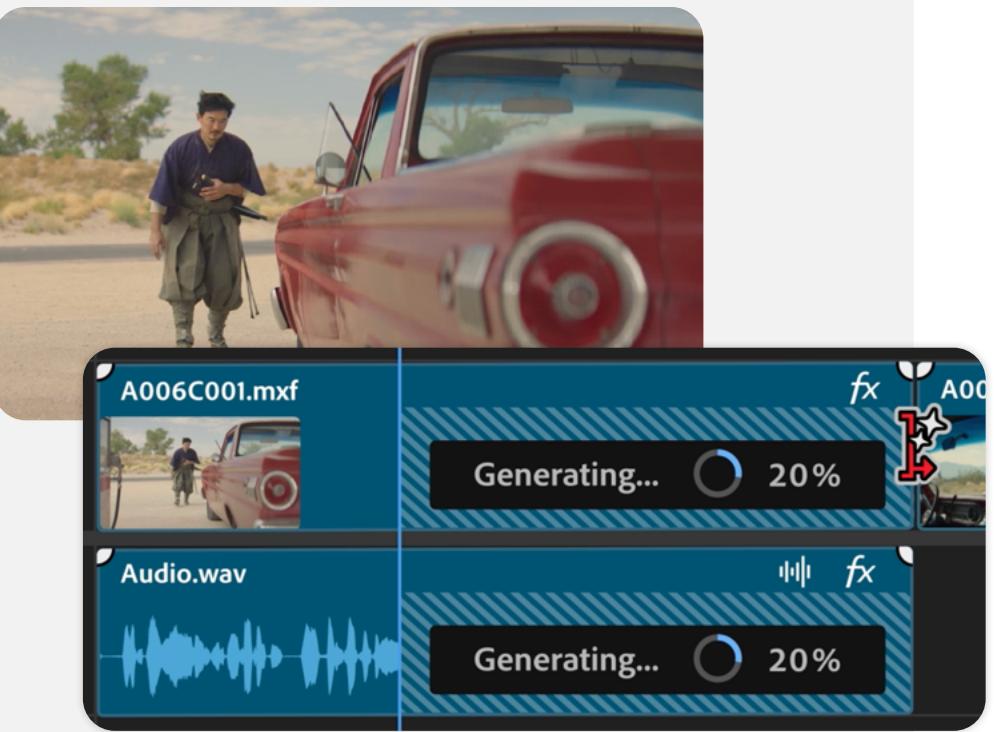
Premiere Pro

One of the most exciting announcements is the brand-new Firefly video model built into Premiere Pro. It's the first publicly available AI video model that's designed to be commercially safe to use. What editor hasn't found themselves with a shot that's a few frames too short?

Generative Extend, currently in beta, allows editors to lengthen a video clip by creating extra frames seamlessly. Fine-tune the timing of your edit, hold on an emotional reaction, add room tone—without requiring costly reshoots or needing to settle for a less-than-ideal take.

Firefly can also turn static images into video, and, coming soon, Firefly in Premiere Pro will let you identify a moving object or character in a clip and allow you to instantly create a mask, avoiding hours of laborious frame-by-frame work.

With a new, more comprehensive color management system designed for video editors and more advancements such as faster overall performance, Text-Based Editing, and AI-powered enhanced speech and filler word removal, Premiere Pro is the preferred NLE for editors spanning the industry. It's also newly available on Microsoft Windows Copilot+ PCs, and through a partnership with Microsoft and Qualcomm, Premiere Pro is the first Adobe app to leverage the MPU, a dedicated AI processor that automatically tags audio files and assigns presets.



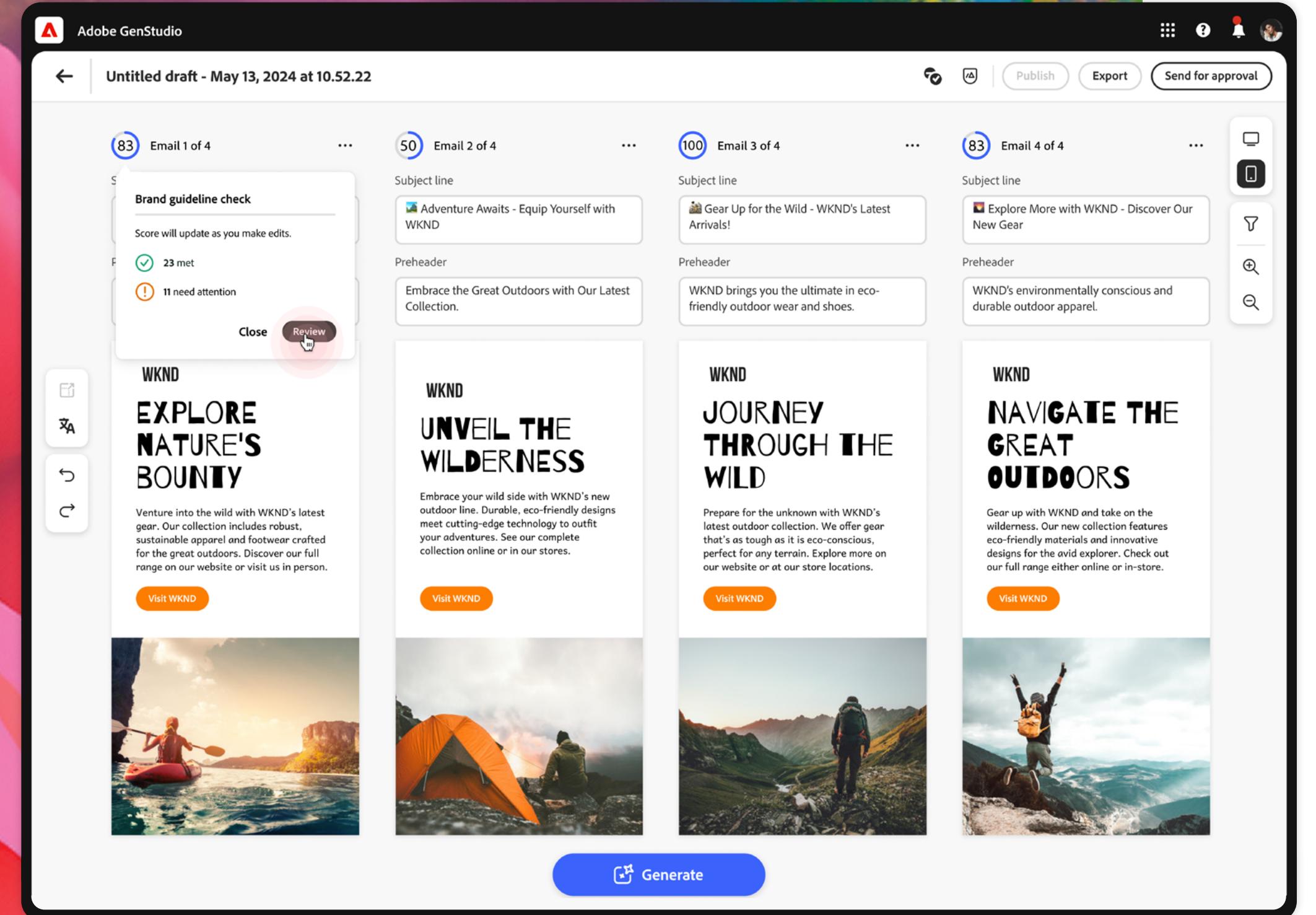
Adobe Express

When we say Adobe Express is the “quick and easy create-anything app,” it’s because it allows virtually anyone to jump in and start creating. With the ability to import files from Photoshop, Lightroom, and InDesign, professionals can create unique images and templates for marketers or others to customize or remix. The new Bulk Create feature allows assets to be automatically repurposed into thousands of personalized or localized versions and distributed—so your creative team can get back to designing.

For other kinds of teams, like sales or marketers, Express makes it easy to create content like presentations, one-pagers, or social media posts—the possibilities are limitless. Import images from Adobe Stock and customize them to comply with brand guidelines; add motion, animation, or sound effects; or generate copy based on your brand’s voice and messaging.

Firefly’s Custom Models integration lets organizations specify attributes to quickly create on-brand images or ideate through options. And with the new AI Translate feature, teams can translate text or audio into 45 languages and be amazed at how the presenter on video looks and sounds as though they’re native speakers. There are also new integrations with Slack, Box, HubSpot, and Webflow so users can access the Express editor within those partner applications.



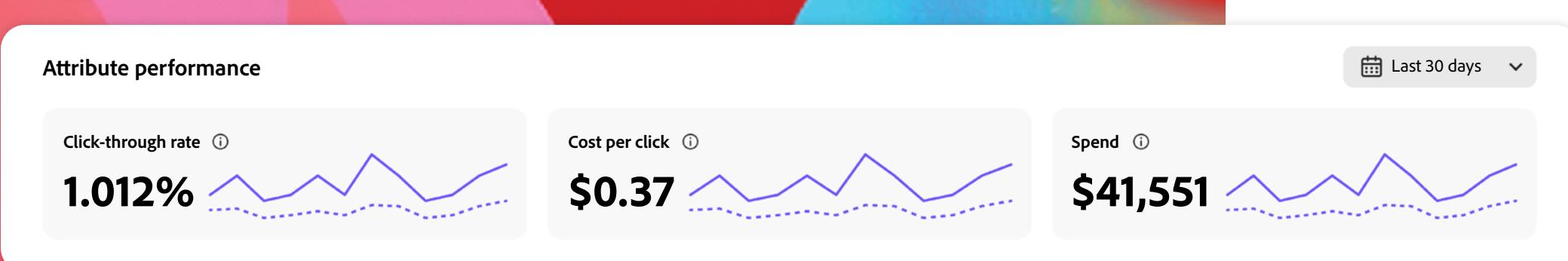


GenStudio for Performance Marketing

Purpose-built to accelerate the process of producing high-volume digital campaigns, GenStudio for Performance Marketing uses an AI-powered workflow to bring together all the capabilities performance marketers need.

With generative AI innovations, Adobe GenStudio for Performance Marketing enables marketers to create, remix, approve, and distribute content at scale. Uploading brand guidelines and AI brand checks ensures that new content is brand-compliant. Integrations with leading advertising and social media platforms help automate deliveries, and powerful analysis tools give you granular performance insights to help you quickly identify high-performing content so you can optimize your campaigns.

At Adobe, we use our tools every day and are happy to share our experience. [Learn more.](#)





Global creative leaders share their business transformation stories.

From brand reinvention and strategy to creative productivity tips and new tools, MAX was packed with sessions and speakers that showcased creative leadership in the era of generative AI. Here are just a few examples of organizations that have successfully implemented Adobe AI tools that are streamlining processes, saving time, and boosting engagement with customers.





Human Centered-AI Strategies for Creative Leaders

Adobe's Chief Brand Officer, Heather Freeland, and Clayton Ruebensaal, Chief Creative Officer at Comcast, discuss how human creativity is the key to brand differentiation. Hear how creative leaders are streamlining their workflows using new AI tools and strategies to complement human creativity.

"The tools are absolutely important and will supercharge what we're doing. It is about these tools empowering creative people, not replacing us."

Clayton Ruebensaal
CCO
Comcast



Barbie, Hot Wheels & More: Unboxing Content at Scale with Mattel Packaging

Jamie Dunn, VP of packaging at Mattel, shares how one of the largest toy manufacturers in the world puts "the power of play" into their packaging process to create unique, compelling content at scale. See how Mattel streamlines their workflows and expands their content ecosystems using brand-safe generative AI tools.

"Every single person on my team leverages the Creative Cloud every single day of their lives. As we roll in new technology, it's critical for us to find new ways to be efficient to deliver the volume and scale that we have."

Jamie Dunn
VP of Packaging and Ecomm Creative
Mattel

[Watch now](#)



PepsiCo's Generative AI Strategy: Customer Built for Brand Creatives

PepsiCo design managers Daniela Maldonado and Veronica Campbell show us how Adobe Firefly is helping their creative leaders ideate more freely and expansively while also accelerating process-oriented tasks like content personalization and global distribution.

"If you work in big organizations, you know how easy it is to get siloed. We see AI as a way to empower collaboration across teams and departments."

Daniela Maldonado
Sr. Design Manager
PepsiCo Design and Innovation Center

[Watch now](#)



Navigating Creative Waters: Princess's Production Journey

Join Scott Martin, head of production at Princess Cruises, as he shares his experience building video production workflows to facilitate creativity and efficiency—including centralizing all their creative media across multiple teams and continents in the newly rebuilt Frame.io.

"One of the things that large organizations struggle with is trying to put creativity in a nine-to-five box. I am an adamant believer that creativity is at its best when it's flowing."

Scott Martin
Head of Production
Princess Cruises

[Watch now](#)



MAX Sneaks.

This year, Awkwafina brings her enthusiasm to this annual showcase of the innovations Adobe designers and engineers are busy developing. Adding high-quality sound effects or removing flashes and distractions from video, creating motion graphics from still images, transforming hand-drawn sketches into graphic designs in Illustrator, matching color and lighting between images taken in vastly different locations in Photoshop, adding content credentials to everything from billboards to coffee mugs—these are just a few of the entertaining demos you can view [here](#).

“I know that MAX is about the tools and the technology that Adobe announces, but I find the people the most inspiring. The way they’re using the tools to deliver incredible work—I was very impressed by everyone on that stage.”

Ron Friedman

VP Mattel Future Lab
Mattel



Beyond MAX.

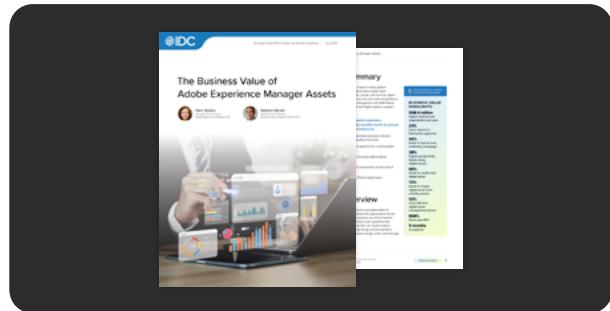
You like to stay on top of the latest in tools, technology, and trends. From webinars and white papers to strategic customer stories, the [Adobe Resource Center](#) is designed especially for busy leaders exploring the new frontiers in creativity.



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[Navigating the Age of Content](#)
[Abundance: A Double-edged Sword](#)

Adobe research has identified five key imperatives to help your organization successfully think through the people, processes, and technology you'll need at a time when the flood of content makes it harder to stand out. Learn how your teams can strategically use generative AI as a powerful adjunct to human ingenuity to produce more meaningful content by reducing repetitive, labor-intensive tasks.



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[The Business Value of Adobe Experience Manager Assets](#)

IDC interviewed Adobe customers about the impact that Adobe Experience Manager (AEM) Assets had on centralizing, maintaining, and accessing their digital assets. Learn how organizations creating content at scale significantly boosted annual revenue and realized an 868% three-year ROI.

[Creative Cloud reports](#)

You'll find a selection of eBook guides that step you through Adobe products and reports that focus on trends in business, creativity, and productivity across the industry. For example, a [BCG report](#), which discusses how generative AI is shaping the future of creativity in marketing by enabling personalized content at scale, or the [Adobe State of Creativity white paper](#), which focuses on the opportunities generative AI offers to improve productivity and creativity.

[Creative Cloud webinars](#)

Watch lively discussions with executives from global brands such as [IBM](#) to see how their groundbreaking *Let's Create* campaign achieved 26x higher engagement and how their innovative content supply chain is unlocking new levels of efficiency using generative AI and Adobe Workfront.

[Customer success stories](#)

From global brands like [Monster Energy](#) and [Pfizer](#) to international agencies like [Monks](#) and [Dentsu](#) to [NASA](#) and the [Smithsonian](#), explore how our customers tell world-class stories that delight, inform, and educate—at scale.

What's coming in 2025.

Make it.

Make It is an exclusive B2B event for creative and marketing leaders that explores Adobe's vision for the future of creative technology. We'll showcase our latest generative AI innovations with Adobe Firefly and hear from featured speakers who share their ideas about how they keep their teams strategic and competitive.

Adobe Summit

Join us for Adobe Summit, the premier digital experience conference. As an in-person and online event, Summit 2025 will feature exciting keynotes, networking activities, hands-on labs, and 200+ sessions exploring the latest digital trends and technology.

Speak to your account manager to learn about upcoming Adobe events near you.

[Contact us](#)





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