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FOR IMMEDIATE RELEASE

Adobe Announces Select Subject Feature in Photoshop on iPad, and major performance improvement

Hong Kong — 23 December 2019 — Adobe (Nasdaq: ADBE) has released the Select Subject feature in Photoshop on the iPad allowing a user to select the most prominent subject in a photo with a single screen tap.

This new feature, which works in exactly the same as on the desktop version, is trained to identify a variety of objects in an image – people, animals, cars, toys, and more – for capture and further processing.

Driven by Adobe Sensei AI machine learning technology, Select Subject automatically selects the subject image. Each of the selections are made with one tap and no additional selections or fine-tuning enhancements. The feature works on different types and quantities of subjects in a scene, both objects with both smooth and rough edges and all on different types of backgrounds.

The results are driven by several Adobe Sensei AI and machine learning algorithms chained together, each optimized for different parts of the selection process. Adobe's research scientists have tuned the performance of all the algorithms so that they together deliver a beautiful selection virtually instantaneously – and users need only one tap.

Furthermore, cloud documents enable users to make a selection on either the desktop or the iPad and continue their works seamlessly using Photoshop on another device without any loss of fidelity and not requiring imports or exports.

In addition, major performance improvements to the upload and download experience of cloud documents are already live for PSDs of 75MB and larger while speed improvements for smaller files are coming soon. Users can enjoy up to 90% faster uploads and downloads, depending on the size of a file and the network performance.

The new features are available now. To learn more about the new features, please visit [here](#).

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Photo 1: The new feature works on more than one subject in a complicated background.

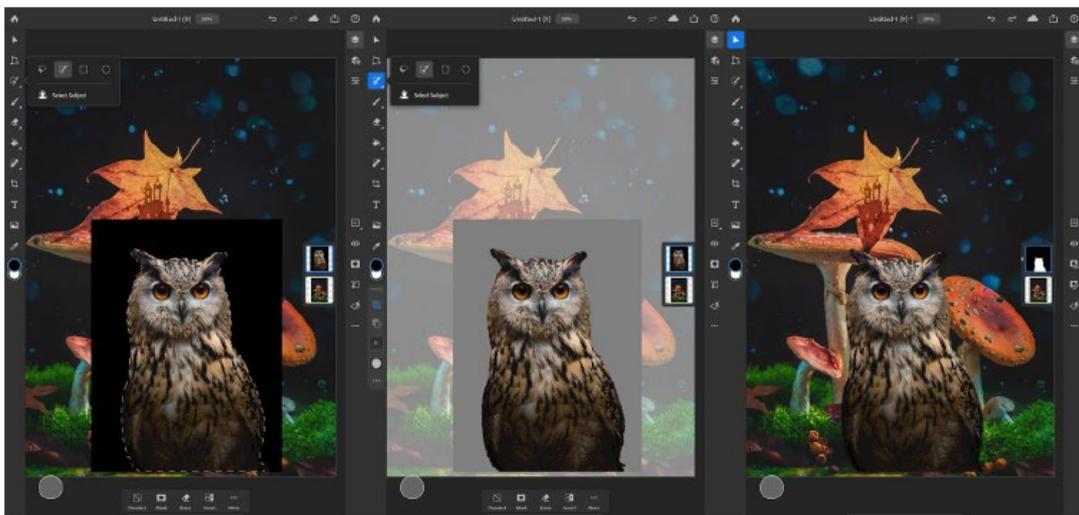


Photo 2: Users can select the most prominent subject in a photo with a single screen tap, which is convenient for further processing.