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Adobe Brings Firefly Generative AI Into Substance 3D Workflows

- Adobe launches the first integration of Firefly generative AI capabilities into Substance 3D Sampler and Stager, making 3D workflows more seamless and productive for industrial designers, game developers and VFX professionals
- Text to Texture and Generative Background features significantly accelerate traditionally time-consuming and intricate 3D texturing and staging tasks
- Adobe continues innovation momentum with Firefly-powered Creative Cloud upgrades in Substance 3D workflows

SAN FRANCISCO, Calif. — March 18, 2024 — Today, at the Game Developers Conference (GDC) 2024, Adobe (Nasdaq: ADBE) debuted new Firefly-powered generative AI features directly within Adobe Substance 3D design and creative workflows. This first integration of Adobe's popular family of Firefly generative AI models directly into the Substance 3D ecosystem ushers in a new era of creativity and efficiency for industrial designers, game developers and VFX professionals, accelerating iterative and creative processes in various areas including 3D texturing and background image generation.

Substance 3D's latest releases introduce two new Firefly-powered features:

- [Substance 3D Sampler](#)'s innovative **Text to Texture** feature offers creators the ability to generate photorealistic or stylized textures for 3D object surfaces from simple text prompts. This feature significantly enhances artists and designers' creative and iterative processes without the need for physical prototypes, stock imagery or manual photography.
- [Substance 3D Stager](#)'s new **Generative Background** feature empowers users to create detailed background images from text prompts and seamlessly composite objects into scenes with intelligent perspective and lighting matching.

Taken together, these new capabilities significantly accelerate the creative review process, making professional design workflows more productive and seamless while saving considerable time.

"Adobe has always looked for new and innovative ways to put cutting-edge creative tools in the hands of designers and other artists," said Sebastien Deguy, Vice President, 3D & Immersive at Adobe. "By integrating Firefly's generative AI capabilities into Substance 3D, we're not just streamlining the creative process – we're unlocking new realms of creative possibility with new generative workflows designed to unlock human imagination, not replace it."

For industrial designers and professionals in the gaming and VFX industries, these updates mean quicker ideation, more creative freedom, and the ability to generate high-quality, realistic textures and environments at a fraction of

the usual time and cost. Marketing professionals and content creators will also find the new features invaluable as they produce high-fidelity visuals and animations, enhancing brand presentations and storytelling.

By default, Adobe Firefly attaches [Content Credentials](#) to assets created or edited using Firefly, indicating that generative AI was used in the creative process. Content Credentials are verifiable details that serve as a digital "nutrition label." They can show contextual information including an asset's name, creation date, what digital tools were used and any edits made along the way, helping to bring more transparency to digital content. Powered by free, open-source technology from the Coalition for Content Provenance and Authenticity (C2PA), this data remains associated with the content wherever it is used, published or stored, enabling proper attribution and helping consumers make informed decisions about digital content.

Availability

Beta versions of Substance 3D Sampler 4.4 and Stager 3.0 featuring the new Text to Texture and Generative Background features will be showcased during Substance Days at GDC 2024, demoed at Adobe's Substance 3D booth, and accessible to all Substance 3D customers starting March 18. These updates represent Adobe's ongoing commitments to pushing the boundaries of digital creativity and supporting the evolving needs of designers and artists worldwide.

To learn more, visit Adobe's Substance 3D page at substance3d.adobe.com.

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