

Press Contacts

Summer Shi
 Adobe
 (86) 10 58657703
sshi@adobe.com

Ann Wai / Rosa Yip
 Newell Public Relations
 (852) 2117 5017 / 2117 5011
annw@newell.com / rosay@newell.com

FOR IMMEDIATE RELEASE

Adobe Photoshop Releases its Largest Set of Features since Adobe MAX

Hong Kong — June 17, 2020 — Adobe (Nasdaq: ADBE) has released significant product updates across the majority of Adobe Creative Cloud desktop and mobile apps, including Photoshop on desktop, Photoshop on iPad and other flagship apps. Since Adobe MAX in November 2019, the world's largest creativity conference, this is the biggest Adobe product releases moment for Creative Cloud in 2020.

Empowering Through Innovation

Photoshop now incorporates new features across the desktop and iPad versions, continuing to deliver on its promise to constantly improve the product for customers on all surfaces. New features range from the Adobe Sensei AI machine learning magic to significant performance improvements that will reduce steps and increase productivity on users' top workflows.

Photoshop on Desktop

- **Select Subject with Portrait Power**

This update is a significant step forward for selections of people and tricky elements like hair. Select subject is now content aware, having been improved with a whole set of additional new algorithms that make one-click selections of portraits, which happen to be the most-selected subject in Photoshop, better than ever before. Powered by Sensei AI machine learning, the new feature also constantly improves the results and the speed at which users are able to achieve better results, without unnecessarily changing the user experience or their workflows.



Image 1: Select subject is now content aware, and applies new custom algorithms if it detects a person is in the scene. Hair and treatment around hair has been vastly improved.

- **Adobe Camera Raw (ACR) User Experience Improvements**

Image adjustments and batch processing are more intuitive and simpler to navigate. Sliders now look and feel more like those in Lightroom. New Crop tool improvements consolidate functionality into more convenient options. The Curves UI is updated and is now simpler to use, especially for visualizing changes. In addition, the controls can now be stacked vertically to reduce the number of clicks required to find the functions users need.

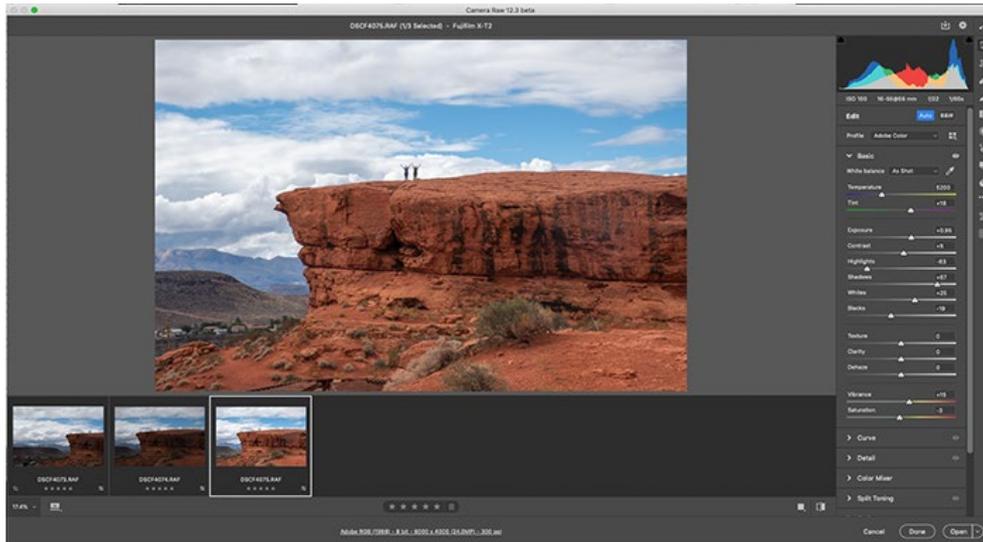


Image 2: Sliders now look and feel more like those in Lightroom.

- **Adobe Fonts Auto-Activation**

Adobe Fonts are now automatically activated when users open a Photoshop document. Photoshop will now seamlessly download fonts from Adobe Fonts service, completely behind-the-scenes. If there are fonts from other sources, Adobe would make it easier for them to get working sooner—missing fonts messaging will now only appear when they edit the respective type layer.

- **Rotatable Patterns**

Any pattern applied in Photoshop can now be rotated as a property of that pattern (similar to adjusting the scale of a pattern). Now, users can easily change the rotation angle of pattern fills, pattern overlays, and even pattern strokes. Best of all, the rotation is completely non-destructive and can easily be reset or altered.



Image 3: Users can easily change the rotation angle of pattern fills, pattern overlays, and even pattern strokes

- **Match Font update**

Match Font is a Sensei AI machine learning feature that enables users to identify fonts that appear in the images. Originally released in Photoshop a few years ago, the AI algorithm detects and recognises the font in a photograph, identifies which font it is, and then searches through users' fonts to find a match for that text. Users can also download a matched font from Adobe Fonts if they want.

In this release, Adobe has also improved the matching experience with support for more fonts, vertical text and multiple-line detection.



Image 4: The algorithm determines that the pixels in the image are text, recognises which font it is, and then searches through users' fonts to find a match for that text.

- **Adobe Capture Photoshop Extension**

The capabilities of the Adobe Capture [mobile experience](#) are now also available in Photoshop on the desktop. With this addition, users can use the Capture extension to access powerful [mobile](#) workflows to save time when creating a variety of digital assets. With Adobe Capture they can take a photo of their surroundings, or an [Adobe Stock](#) image or any image source and incorporate characteristics of it into their work. Then, they can pull patterns, shapes, color themes and gradients from the image to use in creative ways.

Users can also access the extension via CC Libraries anywhere, batch process multiple assets at once, or quickly extract multiple assets from a single image to reduce steps and save time.

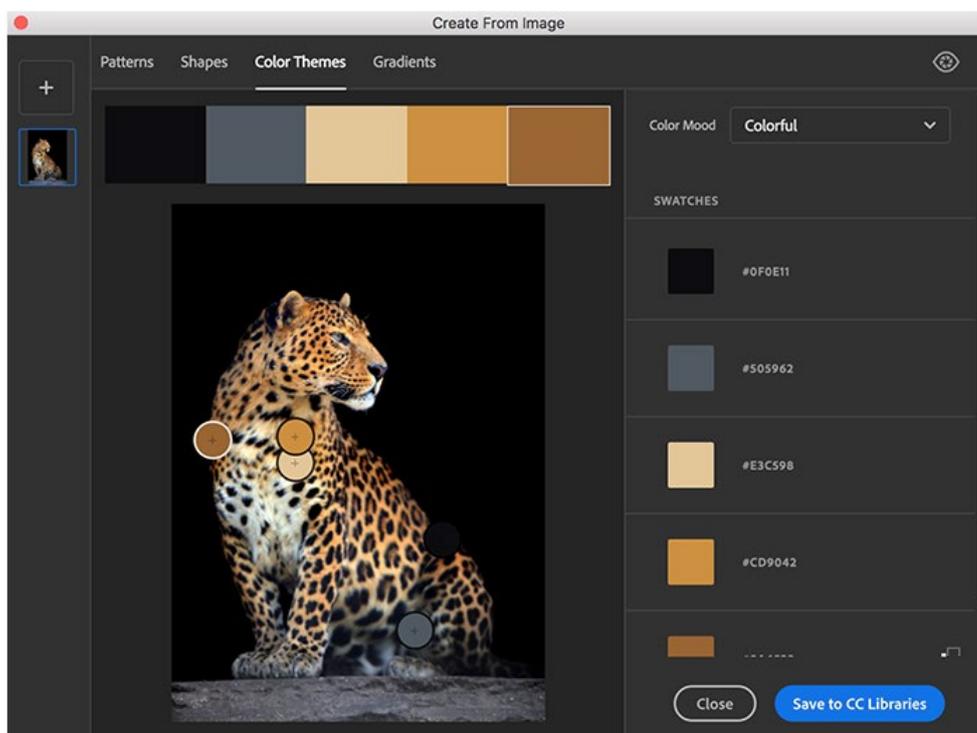


Image 5: Users can pull patterns, shapes, color themes and gradients from the image to use in creative ways.

Photoshop on iPad

- **Lightroom-linked Editing**

Millions of users enjoy using both Lightroom and Photoshop together on their desktops. In this release of Photoshop on iPad, Adobe provides greater Lightroom and Photoshop integration on the iPad. Starting today, users can seamlessly move an image from Lightroom to Photoshop and back so they can easily process large sets of images in Lightroom and transform them into something completely new using Photoshop on the iPad. All the tools in Photoshop are available to use when editing a photo from Lightroom. Once users have sent a photo from Lightroom to Photoshop, they can either send it right back to Lightroom, or keep it as a new cloud document.

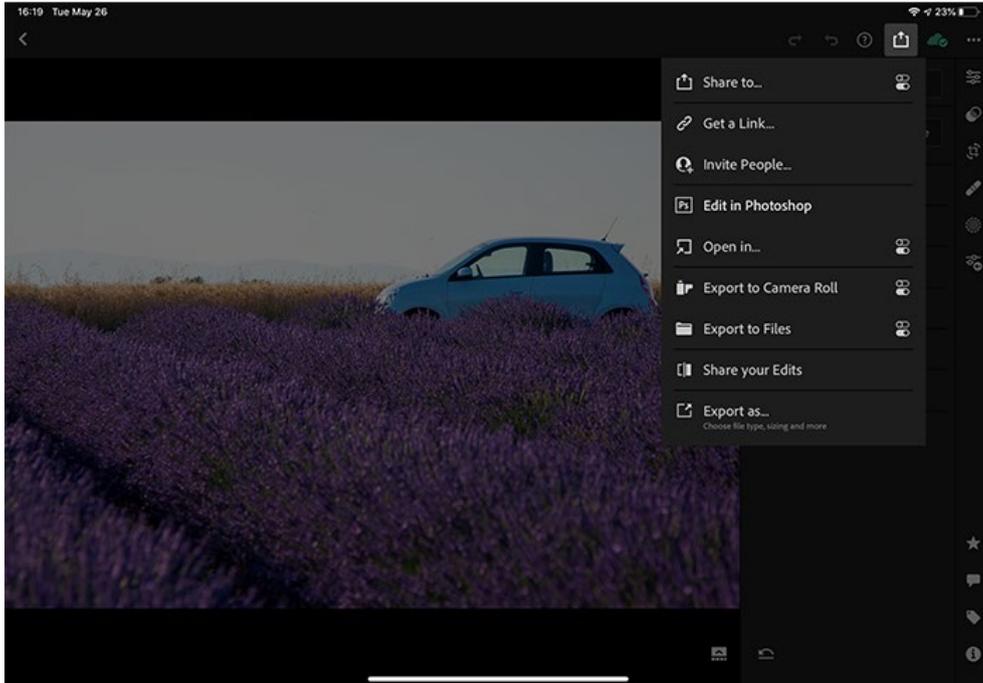


Image 6: Lightroom on iPad

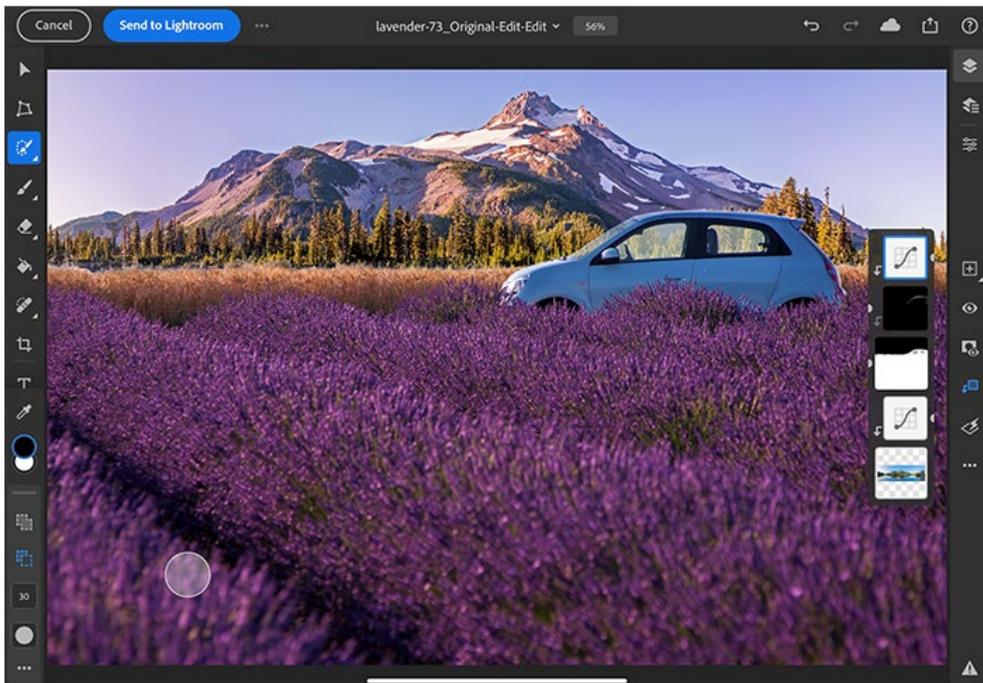


Image 7: Photoshop on iPad

To learn more about the new features of Photoshop and Photoshop on iPad, please visit [here](#).

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