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FOR IMMEDIATE RELEASE

Adobe Unveils Powerful new Collaboration and AI Capabilities in Photoshop

- Share for Review enables users to conveniently collaborate with all stakeholders
- New AI features simplify complex tasks such as selecting detailed objects and removing adding pro visual effects
- New capabilities in Photoshop on the web enable powerful image editing in the browser
- Photoshop and Lightroom AI Image-editing features were used over 1.3 billion times in the past year

Hong Kong — October 19, 2022 — Today, Adobe (Nasdaq:ADBE) announced at Adobe MAX- the world's largest creativity conference - new innovations in [Photoshop](#) that make the world's most advanced image editing application smarter, more collaborative, and easier to use across surfaces. Share for Review(beta) enables users to conveniently collaborate on projects without ever leaving Photoshop, and new features make editing images in a browser far more powerful. Additionally, the flagship Photoshop desktop app adds breakthrough features powered by [Adobe Sensei AI](#), including selection improvements that enhance the accuracy and quality of selections, and one-click Delete and Fill tool to remove and replace objects in images with a single action.

"In a world where everyone can be a creator, Adobe is ensuring that Photoshop evolves to serve all creators across platforms and devices," says Scott Belsky, chief product officer and executive vice president, Adobe Creative Cloud at Adobe. "This year, we've made Photoshop smarter and more collaborative so you can easily get feedback and create spectacular images even faster."

Collaboration First

Seamless collaboration has become critical for creative workflows in today's increasingly digital economy. Supporting collaborative work from anywhere, the new version of Photoshop introduces Share for Review, enabling convenient collaboration between creators and stakeholders: All feedback is managed and incorporated directly within the Photoshop app.

This new feature lets creatives easily share a preferred version of their work in the form of a web link. Collaborators can review the project and comment right in their browser, even without a [Creative Cloud](#) subscription. Whether creators are sharing work for stakeholder review, or collaborating with their coworkers, Share for Review syncs comments across devices, and works wherever users do – at the office, at home, or on the go.

AI Innovations Make Creation Faster, Easier and More Powerful

New AI features launching today in Photoshop include:

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- **Selection improvements** that enable users to hover over, detect and make detailed selections of complex objects with a single click, creating higher quality and more accurate selections of elements such as skies, foregrounds, subjects, and hair, while preserving detailed edges.
- **One click Delete and Fill** selects and removes objects from images, filling the removed area using content aware fill, in a single action in Photoshop on the web.
- **Photo Restoration Neural Filter (beta)** helps Photoshop on the web users bring old or damaged photos back to life, using machine learning to intelligently eliminate scratches and other minor imperfections an old photographs.
- **Remove Background** is now available in Photoshop on the web (beta), enabling one-click background removal.
- **Masking and Brushing** are also now available in Photoshop on the web (beta) and make precise adjustments faster and easier from a web browser.

Photoshop and Lightroom AI image-editing features were used over 1.3 billion times in the past year. These innovative tools power mundane Photoshop tasks, such as selecting detailed objects, changing a person's expression, or removing blemishes from a portrait. By simplifying complexity and speeding up time-consuming processes, Neural Filters and other AI-powered features give Photoshop users more time to do what they love – create.

Improved Multi-Surface Experiences

Photoshop delivers an approachable and intuitive experience across desktops, iPads and browsers, enabling creators to work wherever and whenever inspiration strikes. Photoshop on the iPad continues evolving to ease creation on tablets. iPad users gain access to Photoshop's powerful one-tap Content-Aware Fill and Remove Background features, using AI to accurately replace unwanted elements in photos so creators and editors can work faster.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit https://www.adobe.com/hk_en/.

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