Press Contact

Adobe
Emma Wilkinson
+44 (0)16285 90208
emmaw@adobe.com

Adobe Previews the Latest in AI, Mixed Reality, Voice at "Summit Sneaks", hosted by Jack Whitehall

London, 16th May 2019: Today at Adobe Summit EMEA, more than 6,000 attendees will get an up-close look at the cutting-edge technology being developed in Adobe's R&D labs, including the latest in AI, mixed reality, and voice. Now in its eighth year, "Summit Sneaks" is a crowd favourite at Summit, providing an entertaining glimpse into the future of customer experience and Adobe innovation. This year's Sneaks will be hosted by actor and comedian, Jack Whitehall.

Each year, Adobe gives its engineers, researchers, product managers and UX designers an opportunity to submit proposals for a chance to present their work at Adobe Summit EMEA. The audience's favourite Sneaks have a history of becoming Adobe product offerings, like Smart Layout in Adobe Experience Manager and Attribution IQ in Adobe Analytics.

Projects presented in this year's Sneaks include:

- **Accelerating AR Experiences**: Picture a customer who has an hour to wait at the airport for a connecting flight. The airline's mobile app has an augmented reality (AR) feature, which shows users "AR zones" on an interactive terminal map. At one of these zones, a bookstore, that customer can see custom promotional offers as AR objects, which can be instantly redeemed through a digital wallet. Adobe will showcase how tight integrations across Adobe Experience Cloud can deliver the technology backend to quickly build and scale AR experiences, bringing together 3D content and delivery with commerce, analytics and personalisation capabilities.

- **Future-Gazing for Marketers**: Decisions around the customer experiences are traditionally driven by historical data. For instance, if a subscription service identifies a group of users who have unsubscribed, they will then target those people with strategic content to re-engage. This is yet another case of reactivity, where brands are one step behind the customer. To address this, Adobe will present new technology that applies Adobe Sensei's deep learning capabilities to predict future actions. By analysing past data and patterns around known user behaviours, the system can infer which actions customers are most likely to take next. In the subscription service example, the brand would therefore be able to see not only which users are most likely to leave its service, but also be presented with a set of actions that is mostly likely to help change their minds.

- **Car Ownership Re-Imagined**: When customers take their car in for maintenance, they have minimal control over the interaction. With little data to draw from, recommendations on repairs and upkeep are largely taken at face value. Adobe will showcase a new consumer app that captures automotive data points from battery performance to engine health, empowering users to be more proactive by giving them real-time recommendations on maintenance needs. Automakers also benefit, receiving aggregated and anonymous data on consumers who opt into the service, which can then inform their decision-making. For instance, this data can help them identify a fleet of cars that experience common maintenance issues and proactively take action to prevent the problem.

- **Transforming Documents with AI and Voice**: For any professional who deals with long form documents, such as vendor contracts and academic papers, the process of finding relevant details in these documents has largely remained a manual and time-consuming task. Adobe will unveil a new project that uses text recognition AI and voice control capabilities to change this. Users can use voice commands to talk to their documents and quickly surface relevant information. For example, a marketing director reviewing an agency contract can ask "how does the price quoted compare with what we paid last year?" and instantly get the details.

Helpful Links
- Adobe Summit Sneaks | ICYMI: Adobe Summit Sneaks 2019

About Adobe Experience Cloud
Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with

static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels — all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 major reports focused on experience — more than any other technology company.

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