# Adobe unveils major AI-powered updates to Creative Cloud at MAX London



At Adobe MAX London, the company unveiled a range of significant updates to its Creative Cloud suite, powered by enhancements to its Firefly AI model. These new tools promise to enhance creative workflows across Adobe’s flagship products, including Photoshop, Premiere Pro, Lightroom, InDesign, and Adobe Express.

One of the headline improvements is the evolution of Adobe Firefly, which now supports text-to-video and image-to-video generation that is "commercially safe" to use. Firefly’s web app has been redesigned to incorporate the Firefly Image 4 technology, delivering greater realism in its AI outputs. Adobe also announced that dedicated iOS and Android apps for Firefly are expected to launch soon, allowing creatives to tap into AI capabilities on mobile devices.

The introduction of Firefly Boards, currently in public beta, offers a collaborative platform designed for team ideation. It serves as a visual space where users can moodboard, storyboard, and invite colleagues to contribute, streamlining the early stages of creative projects through generative AI.

Photoshop received several updates, including an enhanced background removal tool capable of handling intricate details such as long hair and fish netting. Users can now add adjustable stripes backgrounds as an alternative to gradients, along with more refined colour adjustment features that allow nuanced tweaks to hues and saturation from sampled colours. Adobe also integrated video capabilities in Photoshop, enabling animations powered by Firefly’s video model. Photoshop for iPhone, which launched in February, will soon be joined by an Android version expected in early summer.

Premiere Pro’s new Media Intelligence search uses natural language processing to locate video clips quickly; for example, users can simply say, “Show me in that brown hat” to find relevant footage. The Generative Extend feature has been upgraded to support 4K quality, allowing users to extend footage seamlessly for instances when recordings end prematurely. Additionally, the software now supports translated captions in 25 languages and voiceover translation powered by Firefly, so creators can localise videos without removing existing audio elements like music.

Lightroom introduced Individual Retone on its mobile app, which lets users selectively edit subjects detected via facial recognition, adjusting features such as teeth, eyes, skin, hair, and clothing. The Generative Remove tool has also been improved to better handle large or complex subjects on mobile. On the desktop side, Lightroom’s Select Landscape feature allows masks to be applied to environmental elements such as grass, architecture, and water, in addition to existing tools tailored for subjects and skies.

These advancements arrived in the context of the recent delay of the Nintendo Switch 2 pre-order in the US, originally scheduled for 9 April but moved to 24 April. Despite the delay in gaming news, the event in London provided significant insights into Adobe’s forward-looking technology for creative professionals.

Eric Snowden, Senior Vice President of Design at Adobe, was present at Adobe MAX London, emphasising the company’s investment in AI to streamline creativity. According to Matt Swider of The Shortcut, one of the key aspects that sets Adobe Firefly apart from other AI tools such as OpenAI’s ChatGPT and X’s Grok is the ethical foundation of its training data. Firefly is trained exclusively on Adobe Stock and licensed materials, ensuring users can safely use AI-generated content for commercial purposes without concerns about copyright infringement.

The Shortcut will continue to explore and test these new features in the coming weeks, offering further insights into how Adobe’s evolving AI capabilities reshape creative workflows.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://www.creativebloq.com/design/design-software/adobe-max-london> - Lists 7 key MAX London announcements: Photoshop tools (Composition Reference, Select Details), Firefly Image Model 4 Ultra, and third-party AI integration.
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