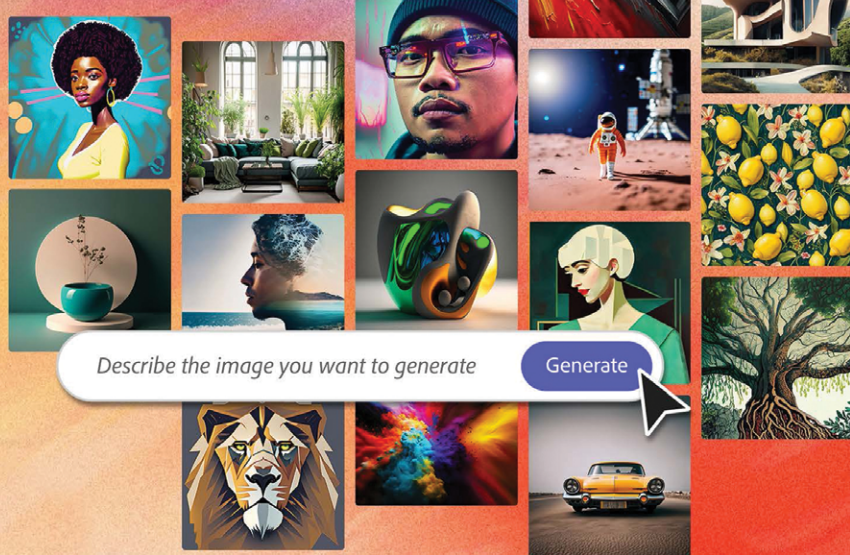


# Insight<sup>®</sup>

## Adobe Firefly for enterprise



### Supercharge creativity across your organisation with generative AI

**Content demands are skyrocketing.** Bring creativity to new heights with the transformative power of generative AI inside world-class creative apps.

#### Boost productivity and creativity

Give teams a creative co-pilot with Firefly, a family of generative AI models that jumpstart creativity and productivity. New Firefly-powered features inside Photoshop, Illustrator and Adobe Express will allow creatives and marketers to instantly create amazing assets using simple text prompts.

#### Speed

Create breakthrough content at light speed

#### Scale

Empower more people to create

#### Confidence

Designed to be safe for commercial use

#### Efficiency

Streamline workflows and finish projects fast

#### Enterprise-ready generative AI

Firefly for enterprise plans enable large organisations to confidently adopt generative AI technology and meet surging content demands while delivering exceptional customer experiences.

Firefly is designed to be commercially safe, and enterprises may obtain an IP indemnity from Adobe for content generated by select Firefly-powered workflows.\* We plan to enable brands to custom train Firefly and generate content in their unique style.

**Adobe Express and Firefly** enables creative and marketing teams to easily generate beautiful, ready-to-share content:

- Adobe Express site license
- Integrated Firefly-powered features
- IP indemnification\*
- Firefly web app

IP indemnification is also available through certain Creative Cloud plans.\*

\*Opportunity to obtain an IP indemnity from Adobe for content generated by select Firefly-powered workflows under certain Adobe offers. Terms will apply.

**Revolutionise content creation with Adobe Firefly for enterprise.**  
Contact your Insight Account Manager or visit [www.au.insight.com](http://www.au.insight.com)

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