Adobe Firefly - What's new?

CDW and Adobe are proud to introduce Firefly: The powerful, simple-to-use generative AI embedded in Creative Cloud Apps.

Adobe Photoshop

Generative Fill
Add or remove content with a text prompt
Generative Expand
Expand a canvas and fill in realistic content
Photoshop on the Web
Create with familiar tools in your web browser
Remove Tool Update
Remove large objects by selecting them without having to brush over the entire object

Adobe Illustrator

Generative Recolor
Apply new colour palettes based on text prompts
Share for Review
Notifications appear when there are new comments making it faster to get feedback

Adobe Premiere Pro

Text-Based Editing
Cut and paste text to edit video content
5x Faster Timeline
5x timeline performance improvement for faster editing
Workflow Enhancements
New project templates
Auto Color
Correct colours fast with help from AI

Adobe InDesign

Hide Spreads
Hide selected spreads from export options
Filename Suffix
Add dynamic characters as filename suffixes
Publish Online Enhancements
Users can integrate customisable analytics

Adobe Photoshop Lightroom

HDR Optimization
New way to work with HDR from edit to export
Point Color
Make targeted color adjustments with great precision
Denoise
Remove gritty, grainy textures from photos
Curves in Masking
Adjust tonality and contrast in selected areas
Adaptive Presets
Make AI-powered edits in seconds.

Adobe After Effects

3D Model Import
Natively import 3D models (GLB/GLTF, OBJ) with materials directly into After Effects
Advanced 3D Renderer
Render 3D motion graphics
Image-Based Lighting
Use any image as a light source
Enhanced Roto Brush
A new AI model extracts objects from footage faster and more accurately than ever and requires fewer corrections

Adobe Express

Text to Image
Generate images from a detailed text description
Generative Fill
Add or remove content with a text prompt
Text Effects
Apply styles or textures to text with a text prompt
Linked Assets
Bring in .psd and .ai files that always stay up to date
Brand Kits
Apply your fonts, colors, and logos to any piece of content

Adobe Stock

Video Templates
Pre-built and professionally designed layouts make it simple for you to produce high-impact videos
Text to Image
Generate images from a detailed text description
Expand Image
Expand images to fit the aspect ratio or size

Where can I find out more?

You can contact your CDW Account Manager or fill in this form and one of our Adobe Team experts will contact you shortly.

CDW and Adobe

CDW is Adobe's largest global reseller, and our strong relationship with Adobe's senior management team means that customer issues are resolved quickly and efficiently.

We also hold the largest global contracts with Adobe; the UK's largest contract has over 250,000 users and our extensive credit limit with Adobe means we can efficiently transact and manage your environment easily.

CDW provides a value-added service with your Adobe online portal management. Our dedicated Adobe specialists can assist you with Adobe portal management and provide reports to you as required.

This service is free, as part of your partnership with CDW.

The future of design is here. Bring your vision to life with Firefly.

Adobe Platinum Reseller

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