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FOR IMMEDIATE RELEASE

Adobe Firefly Foundry Delivers Proprietary and On-Brand Generative AI Models for Businesses

- Adobe Firefly Foundry provides businesses with private, deeply-tuned AI models across image, video, audio, vector and 3D—securely trained on their proprietary, branded content.
- Adobe's unique AI approach emphasizes transparency, safety and creative precision. Built on Adobe Firefly, Adobe Firefly Foundry models drive commercially safe and on-brand content production.
- Adobe Firefly Foundry models are seamlessly integrated across the Adobe ecosystem including GenStudio, Creative Cloud, the Firefly App and Express.

LOS ANGELES, Calif. — October 28, 2025 — Today at Adobe MAX – the world's largest creativity conference – Adobe (Nasdaq:ADBE) announced Adobe Firefly Foundry, which enables businesses to work directly with Adobe and create tailored generative AI models that are unique to their brand. Trained on entire catalogs of existing IP, these proprietary Adobe Firefly Foundry models are deeply tuned and can be built on top of commercially safe Adobe Firefly models. This unlocks the value of AI, helping teams scale on-brand content production, create new customer experiences and extend their IP. With Firefly as the anchor, Adobe Firefly Foundry models can support all major asset types including image, video, audio, vector and 3D—accelerating content delivery for brand campaigns, performance marketing, media production workflows and more.

Adobe continues to be the partner of choice for businesses to confidently move from AI experimentation to value realization, delivering a unique approach to AI that is anchored in transparency, safety and creative precision. Adobe Firefly Foundry takes this a step further, providing businesses with a team of Adobe experts to collaborate on practical AI solutions and impactful use cases.

"Adobe Firefly Foundry builds on years of Adobe innovation and expertise, spanning generative AI models for image, video, audio, vector and 3D, to help businesses solve today's most complex content and media production challenges," said Hannah Elsagr, vice president, GenAI New Business Ventures at Adobe.



"Businesses can access Adobe's robust AI training infrastructure, research and expertise to define bespoke AI models—surfaced through Adobe solutions such as GenStudio and Creative Cloud to help teams scale on-brand content experiences. Adobe has been working with tech-forward innovators like Walt Disney Imagineering to drive new levels of customer engagement with Adobe Firefly Foundry."

Businesses see the potential in using generative AI to increase production of impactful content experiences and meet rising demands across digital channels. In an [Adobe study](#), marketers anticipate content demands will grow by more than 5x over the next two years—making it a challenge to keep their brands top-of-mind with consumers. In many industries, decades of brand, product and franchise building have added complexity to quality and on-brand content production work. Teams need to ensure every new asset preserves the look and feel of their product portfolio, creative direction and design aesthetic. Adobe Firefly Foundry takes on the heavy lifting for businesses, providing a team of Adobe experts that handle AI model training, along with tools for managing and deploying their customized Adobe Firefly Foundry models.

Adobe Firefly Foundry allows businesses to quickly see value through capabilities that include:

- **Adobe Firefly Foundry models:** Adobe will work with businesses to create unique generative AI models that are safely trained on their existing IP. Adobe's comprehensive AI approach—which includes commercially safe Firefly generative AI models across image, video, audio, vector and 3D—can enable teams to generate multimodal outputs that are pixel-perfect, brand-protected and ready for external use.
- **Seamless implementation:** Adobe also provides a single destination for businesses to easily manage and deploy their Adobe Firefly Foundry model. Teams will have an application to orchestrate the implementation process, including testing generated outputs and managing model access throughout their organization. Adobe Firefly Foundry models are also grounded in [Adobe's responsible AI principles](#), ensuring ethical deployment across business workflows.
- **Co-innovation:** Embedded Adobe experts—including applied AI/ML scientists and forward-deployed engineers—will co-innovate with businesses to design and deploy high-impact use cases that drive growth. This includes creating tailored solutions for the unique needs of the organization, as well as strategic guidance on reimagining creative workflows. This will enable businesses to jointly develop impactful [AI solutions with Adobe](#), where teams can accelerate time-to-value and deliver measurable ROI.



As part of this announcement, the team from Invoke—a generative media solution for creative production—has joined the Adobe Firefly Foundry team to help build the future of AI-powered creative workflows for businesses.

About Adobe

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