2024-05-21 - Adobe - Generative AI Remove Tool - Announcement v1

Info adapted from Adobe announcement, web info and the C2PA-compliant camera (see below).

1. Basics of Announcement

The *"…**Generative Remove*** is Lightroom's most powerful remove tool yet, bringing the magic of Adobe Firefly directly into everyday photo editing workflows across mobile, web and desktop surfaces…"

"…Generative Remove is Lightroom's most powerful remove tool yet, giving everyone the power to remove unwanted objects from any photo non-destructively in a single click by intelligently matching the removed area with pixel perfect generations for high-quality, realistic and stunning results…"

Generative Remove "…**removing distractions** in family photos, to empowering professionals with **speedier retouching workflows** and more **fine-grain control**,"

Lightroom's AI-powered Lens Blur tool is now generally available with all-new presets, empowering everyone to achieve aesthetic blur effects on any photo in a single click.

Generative Remove is helpful for **editing** even the most **complicated backgrounds and surroundings** including

- removing stains from a patterned shirt,
- wrinkles of a tablecloth in food photography,
- unwanted reflections in water and more.
- ***From removing distractions … empowering even more seamless retouching capabilities***

2. Other Features

- **Lens Blur,** now generally available, seamlessly adds aesthetic blur effects to any part of a photograph in a single click and now includes all-new automatic presets;
- **Expanded tethering support** for new cameras including the latest Sony digital cameras – such as the Alpha 7 IV and Alpha 7R V – provides access to photos in Lightroom Classic in real-time, delivering time saving on everyday editing workflows and enabling better collaboration across teams;
- **HDR Optimization**, used already across tens of millions of images, enables anyone capturing photos to edit and export their photos with brighter highlights, deeper shadows and more vivid colors, as seen in real life;
- **Instant access to photo libraries** in Lightroom mobile and desktop apps empowers faster editing than ever before;
- Lightroom's all-new **mobile editing** experience **streamlines the mobile toolbar to prioritize the most popular features**, while making it faster and more intuitive to edit.

3. Will be powered by Adobe Firefly

Generative Remove is **powered** by ***Firefly Image 1 Model*** and is available today as an early access feature across the Lightroom ecosystem via mobile, desktop, iPad, web and Classic.

4. Adobe continues their Commitment to Responsible Innovation

- Credentials are built on the C2PA open standard and supported by the Adobe-led **Content Authenticity Initiative (CAI),** which was founded in 2019 to increase trust in the digital ecosystem.

- Adobe is committed to developing AI in accordance with **the company's AI Ethics principles of accountability, responsibility and transparency.**

"…When Generative Remove becomes generally available, **Content Credentials will be automatically attached to photos** edited with the feature in Lightroom. With this launch, **combined with C2PA-compliant cameras** from **Sony, Leica, Nikon, Canon and Fujifilm**,

Adobe is moving closer to **enabling users to maintain a chain of trust by attaching Content Credentials to their content**, ***ensuring authenticity from point of capture through editing to publication…"***

- **C2PA-compliant cameras** – will include metadata about their work (for example, authorship)…
  - From the "**C2PA Specifications**"