

# Adobe and NVIDIA Announce Partnership to Deliver New AI Services for Creativity and Digital Experiences

## Collaboration will optimize Adobe Sensei for NVIDIA GPUs

At Adobe Summit, Adobe and NVIDIA today announced a strategic partnership to rapidly enhance their industry-leading artificial intelligence (AI) and deep learning technologies. Building on years of collaboration, the companies will work to optimize the [Adobe Sensei](#) AI and machine learning (ML) framework for NVIDIA® GPUs. The collaboration will speed time to market and improve performance of new Sensei-powered services for Adobe Creative Cloud and Experience Cloud customers and developers.

The partnership advances Adobe's strategy to extend the availability of Sensei APIs and to broaden the Sensei ecosystem to a new audience of developers, data scientists and partners.

"Combining NVIDIA's best-in-class AI capabilities with Adobe's leading creative and digital experience solutions, all powered by Sensei, will allow us to deliver higher-performing AI services to customers and developers more quickly," said Shantanu Narayen, president and CEO, Adobe. "We're excited to partner with NVIDIA to push the boundaries of what's possible in creativity, marketing and exciting new areas like immersive media."

"AI is the ultimate assistant - delighting artists with magical capabilities to further their creativity, and helping businesses of every kind to gain insights and efficiencies," said Jensen Huang, founder and CEO, NVIDIA. "Our work with Adobe brings AI within reach for millions of individuals working in the creative and marketing fields, providing them with tools offering performance that was unimaginable just a short time ago."

Adobe and NVIDIA have worked together for more than a decade on enabling GPU acceleration for a broad set of Adobe's creative and digital experience products. This includes Sensei-powered features, such as auto lip sync in [Adobe Character Animator CC](#) and [face aware editing in Photoshop CC](#), as well as cloud-based AI/ML products and features, such as image analysis for Adobe Stock and Lightroom CC and auto-tagging in Adobe Experience Manager.

The companies also plan to work on optimizing Sensei AI services for NVIDIA hardware in the cloud and at the edge, for improved performance and new capabilities. In addition, they plan to explore packaging and delivering easy-to-use Sensei AI services to NVIDIA's ecosystem of developers. This includes services targeted at creative mediums, such as mixed reality, next-generation rendering like NVIDIA's new RTX real-time ray-tracing technology, and other new immersive experiences.

## CEOs Discuss Future of AI

Adobe president and CEO Shantanu Narayen will be joined on stage by NVIDIA founder and CEO Jensen Huang at Adobe Summit in Las Vegas today. The executives will discuss details of the new partnership and share their thoughts on the future of AI for consumers and the enterprise. A live stream of their discussion and the entire Adobe Summit Day Two General Session can be viewed at <https://summit.adobe.com> beginning at 10 a.m. PT/1 p.m. ET.

## About NVIDIA

[NVIDIA's](#) invention of the GPU in 1999 sparked the growth of the PC gaming market, redefined modern computer graphics and revolutionized parallel computing. More recently, GPU deep learning ignited modern AI — the next era of computing — with the GPU acting as the brain of computers, robots and self-driving cars that can perceive and understand the world. More information at <http://nvidianews.nvidia.com/>.

## About Adobe Sensei

Adobe Sensei is a framework and set of intelligent services built into Adobe Cloud Platform which dramatically improve the design and delivery of digital experiences. Adobe Sensei leverages the company's massive volume of content and data assets, as well as its deep domain expertise in the creative, marketing and document segments, within a unified artificial intelligence/machine learning framework. To learn more, visit [adobe.com/go/sensei](https://adobe.com/go/sensei).

## About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](https://www.adobe.com).

Certain statements in this press release including, but not limited to, statements as to: the goals, impact, benefits and future plans of the partnership between NVIDIA and Adobe; the partnership's advancement of Adobe's strategy and its ability to bring higher-performing AI services to customers and developers more quickly; AI being the ultimate assistant and its benefits and impacts on the creative and marketing fields; and the plans for Adobe and NVIDIA's presentation at Adobe's SUMMIT 2018 conference are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-K for the fiscal period ended January 28, 2018. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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