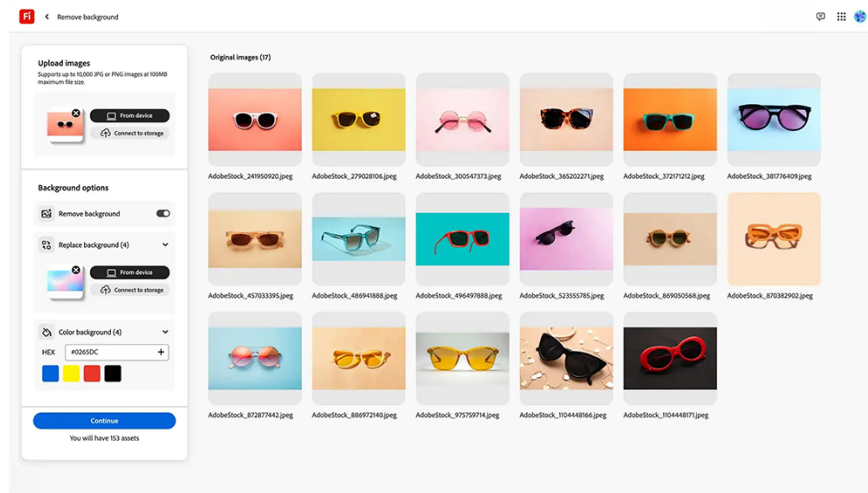


Adobe launches tool to edit 10,000 photos with just one click

Firefly Bulk Create is an Adobe application that allows users to quickly resize or replace the background of up to 10,000 images with just one click.

Adobe has just introduced new AI content creation tools that help automate time-consuming production tasks like batch editing images and translating video presentations. The most notable of these is **'Firefly Bulk Create'** – an app that allows users to quickly resize or replace the backgrounds of up to 10,000 images with a single click, instead of having to edit each photo manually.



Firefly Bulk Create Highlights

The tool was developed by combining multiple Firefly developer APIs, with the goal of making it easy for creators without programming experience to use. Currently, Bulk Create is out of beta and is split into two separate tools on the Firefly web app: 'Remove Background' and 'Resize.'

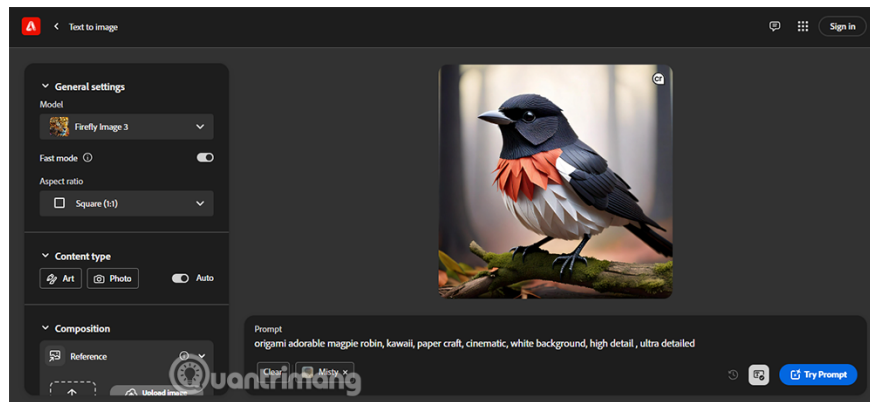
Remove Background

1. Users can upload photos from their computer, Dropbox, or Adobe Experience Manager to this tool to quickly remove the background.
2. This tool works well with all types of images, especially useful for product marketers.
3. In addition to removing the background, users can also replace the background with a specific image or color (defined by a HEX code), creating multiple variations of the image ready for further editing.

4. Image files can be saved as PNG or JPEG, and Adobe also says it will support the PSD format in the future.

Resize

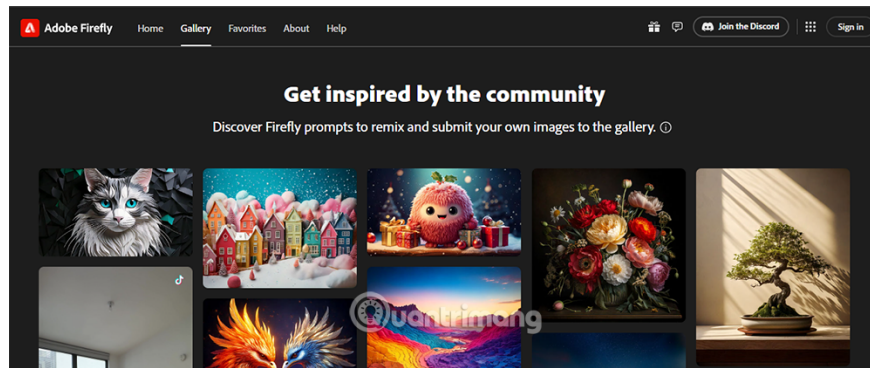
1. This tool offers pre-made size options that work for popular platforms like TikTok, Instagram, and Facebook.
2. It uses AI to stretch the background of an image to fit the required dimensions. However, the demo shows that the tool is still limited when working with complex photos, which are prone to distortion or blurring.
3. Still, with simple platforms, this tool can save graphic designers time by not having to manually edit each size for each platform.



New API for developers

In addition to Bulk Create, Adobe is also launching several new APIs in the coming weeks to speed up video and print production workflows:

1. **Dubbing and Lip Sync:** This tool can translate and edit the lip movements of video audio into 14 different languages.
2. **Auto-format text and images:** A new tool in InDesign that automatically formats text and images for print and digital media based on available templates.
3. **Digital Avatars:** This feature, which will be available in beta this month, allows for the creation of avatars based on text descriptions and voice recordings, allowing for the creation of animated product demonstration videos.



Cost and resource consumption

1. With the ability to edit up to 10,000 images, running this tool certainly doesn't come cheap. Adobe says users will be charged based on 'consumption.' This means subscribing to the Adobe Firefly Premium plan, which provides generative credits that users can use to pay for these features.
2. Firefly Bulk Create promises to be a groundbreaking tool that will save creators time and effort in complex production processes. However, the cost and resource consumption will be factors to consider for users.

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