

Media Alert

Adobe Expands Royalty-Free Content Offering for Creative Professionals with Three New Adobe Image Library Video Titles

Makes special effects footage affordable

What:

(April 6, 1998) — In an effort to aggressively expand its compelling, royalty-free content product line, Adobe Systems today introduced three new video titles to its Adobe Image Library. The new titles, along with the currently available titles, offer creative professionals the highest quality, evocative video footage available for their creative projects. The new video titles will be available May 1.

The new video titles will join the Adobe Image Library, an entirely royalty-free product line featuring compelling photography, illustration and video titles for the creative professional. The new video titles are Fire, Clouds, and Cyber Technology and are optimized for professional broadcast quality. Each title contains from 21 to 40 separate clips that run from 3 to 30 seconds. The new clips were shot on 35mm film and are offered in the industry-leading QuickTime™ movie format.

Fire is traditionally an expensive, dangerous and time-consuming special effect to shoot. The new Adobe Image Library Fire title offers a wide variety of special effects shot from many angles, and includes flare-ups, walls of flame and explosions. All clips in this title include image mattes which allow the video professional to easily integrate the special fire effects into their demanding compositing tasks. The Fire title is priced at \$349.99.

The new Clouds video title features time-lapse movies of skies of every color and description. This stunning but previously cost-prohibitive footage is now available to anyone working in video. Clouds is priced at \$349.99. The Cyber Technology title features the interfaces and inner workings of the machines we rely on every day—computers, cellular phones, monitors and more. This title is offered at \$299.99.

The Adobe Image Library sets new standards for quality, royalty-free stock video footage. All Adobe Image Library video titles contain no hidden usage fees or special-use licensing requirements. Images from the Adobe Image Library may be used in advertising, promotion, packaging, commercials, video, film, television, multimedia projects or on the Web with no additional charges.

All Adobe Image Library video titles are provided in 24-bit color with Photo JPEG compression applied at a maximum ratio of 3 to 1, for optimal quality at reduced file size. Movies are provided in full screen format (720 x 486 pixels in NTSC, 720 x 576 pixels in PAL) and 30 fps for NTSC and 25 fps for PAL. All video titles

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come in the flattened QuickTime movie format (.mov) and work flawlessly on both Macintosh and Windows platforms.

The six previously released video titles in the Adobe Image Library are Edit Effects, Texture Effects, Fabric Effects, Reflections of Light, Time Elements, and Water Elements. Fire, Clouds, Cyber Technology, Fabric Effects, Reflections of Light, Time Elements, and Water Elements are available in either D1-NTSC or D1-PAL frame dimension. Edit Effects and Texture Effects are available only in D1-NTSC format.

The Adobe Image Library video series provides a comprehensive solution from Adobe for the video professional and are designed to work perfectly with Adobe Premiere 5.0 and Adobe After Effects 3.1.

Where:

Products from the Adobe Image Library are available in North America by calling (888) 502-8393. Video titles may be previewed on the Web at (HYPERLINK) <http://www.adobestudios.com>. CD-ROM titles can be ordered from the Web for next-day delivery.

When:

The Adobe Image Library video titles will be featured in the Adobe booth (#M6732) at the Las Vegas Convention Center for the NAB conference. Exhibit hours for NAB are 10:00 a.m. - 6:00 p.m. Monday through Wednesday, April 6 - 8 and 10:00 a.m. - 4:00 p.m. on Thursday, April 9. The new video titles will be available May 1.

Contact:

For more information on the Adobe Image Library, please contact Michelle Jesse at Cunningham Communication at (650) 858-3848 or (HYPERLINK) mjesse@ccipr.com.

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