
Adobe InDesign Extends Adobe's Award-winning Line of Professional Publishing Products

Boston, (March 2, 1999) (Nasdaq:ADBE)—Adobe Systems Incorporated—which pioneered desktop publishing with industry-standard products such as Adobe® PostScript®, Adobe Illustrator®, and Adobe Photoshop® software—today announced Adobe InDesign™, the next generation of professional publishing software. Adobe InDesign is a new, state-of-the-art page-layout program for graphics professionals. InDesign is based on a new, open, object-oriented architecture that is highly extensible, enabling Adobe and its industry partners to deliver powerful publishing solutions. It delivers unprecedented creative freedom, productivity, and precision, while integrating seamlessly with Adobe’s other leading publishing products to produce the highest quality output.

Adobe’s co-chairmen, Charles Geschke and John Warnock, unveiled Adobe InDesign during their joint keynote address at the Seybold Publishing Conference in Boston. With the introduction of InDesign, Adobe is delivering a complete integrated publishing solution—one that enables designers to create, assemble and deliver their publications more efficiently and cost-effectively.

“The publishing industry is waiting for systems that fulfill the promise of a complete digital workflow—an integrated platform that offers increased productivity, rock-solid reliability, and cost-efficiency,” said Warnock. “Adobe InDesign is the centerpiece of that platform. Together with Photoshop, Illustrator, and Acrobat, it provides the foundation for next-generation comprehensive publishing solutions.”

Based on a brand-new, modular code base, InDesign delivers an extensible architecture with virtually unlimited opportunities for developers to tailor the program to specific customer needs. This open architecture sets a foundation on which Adobe, its third party developers and system integrators can deliver custom publishing solutions for magazines, advertising agencies, catalogs, retailers, design studios, and newspapers.

For Immediate Release
A flexible, fully digital workflow is, according to Terry Rosen, director of information technology at Ogilvy & Mather New York, essential for companies looking to succeed in a global market, where concepts and materials have to be shared effortlessly across thousands of miles.

“Adobe InDesign delivers a truly integrated creative tool kit. The software offers a familiar interface and the same approach to page layout and design as Photoshop and Illustrator, which means our art directors and studio artists can hit the ground running with it. With InDesign, we can also output ads directly to PDF for review, approval, and transmission. It’s this type of unified workflow that lets us move ideas to production faster, and better support our clients worldwide,” said Rosen.

**Unprecedented Integration and Creative Freedom**

Designers want to work in a seamless design environment, moving among their software tools without interrupting their creative process. With InDesign, that desire becomes reality. This thoughtfully designed program delivers the familiar Adobe user interface that will help Photoshop and Illustrator users feel right at home. These programs look, feel, and behave similarly because of common commands, tools, palettes, and keyboard shortcuts.

InDesign also protects customers’ investment in their current work by allowing them to open QuarkXPress® 3.3–4.04 and Adobe PageMaker® 6.5 files directly. InDesign even includes a compatible set of keyboard shortcuts for QuarkXPress. Additionally, InDesign supports the Adobe Portable Document Format (PDF) files for an optimal digital workflow, and ICC-based color management keeps colors consistent from concept to final printing.

Adobe InDesign is built to deliver unmatched creative freedom. For example, its versatile text and graphics frames make it easier to create complex, layered visuals quickly. Designers can paste a frame within a frame, while retaining complete control over the size, position, rotation, and other attributes of each nested frame—all without sacrificing quality in output.

**Extraordinary Productivity, Precision and Control**

With constant deadlines, designers value tools that help them work faster without sacrificing quality. Adobe InDesign is packed with these productivity features. Document-wide layers help users organize and manage design elements, or set up different versions of a publication in one file. Master pages can be based on other master pages, so changes to one ripple instantly through the others. The Keyboard Shortcut Editor customizes keyboard shortcuts to suit designers’ habits. Above all, they are free to experiment knowing they can undo and redo multiple steps.
When it comes to typography and layout, designers care about the finest levels of precision and control. Unprecedented typographical controls range from innovative optical kerning controls and automatic ligatures to a unique, cutting-edge multi-line composer for automatically setting optimal line-breaks. Additionally, document grids, baseline grids, and ruler guides provide flexible options for positioning and aligning objects.

**Pricing and Availability**
Adobe InDesign for Mac OS 8.5, Windows® 98, and Windows NT® 4.0 is expected to be available in the Summer of 1999 in the United States and Canada. InDesign is expected to sell at an estimated street price of US $699 for both platforms with volume pricing available. Adobe Systems expects to make Adobe InDesign available in a number of languages, including French, German, International English, and Japanese.

**About Adobe Systems Incorporated**
Founded in 1982, Adobe Systems is a leading provider of graphic design, publishing and imaging software for Web and print production, and the second largest desktop software company in the world with annual revenues approaching $1 billion. The company builds award-winning software solutions for professional publishers, web and graphic designers, document-intensive organizations, business users and consumers. Adobe's products enable customers to create, publish and deliver visually-rich images and documents across all print and electronic media. The company employs more than 2,600 employees worldwide and has operations in North America, Europe, the Pacific Rim, Japan and Latin America. Adobe's worldwide headquarters is in San Jose, California and its web site is located at www.adobe.com.

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