



Adobe

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FOR IMMEDIATE RELEASE

Creative Industry and Technology Leaders Praise Adobe® Creative Suite

AIGA

The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force.

“The launch of Adobe Creative Suites is an important move in addressing the design profession’s need for seamless integration of software solutions,” said Richard Grefé, executive director of AIGA. “AIGA has aligned with Adobe with confidence in Adobe’s leadership through product development and innovation.”

Apple

“The Adobe Creative Suite is the complete designer’s studio, and when it is combined with the latest in Mac OS X software and Power Mac G5 hardware you have the fastest, most powerful creative platform ever,” said Philip Schiller, Apple’s senior vice president of Worldwide Product Marketing. “Apple and Adobe have a long history of working together to deliver innovative and inspiring professional tools, and the combination of these revolutionary new products is the next step in our great partnership.”

Aquent

Aquent is a privately held professional services company with nearly seventy offices in fifteen countries. Aquent focuses on IT and Creative Services, and provides a wide range of consulting, outsourcing, and staffing solutions for Global 1000 companies.

According to Christina Jackson, director of brand experience for Aquent, the relationship between Adobe and Aquent is based on a common philosophy. “Adobe and Aquent not only work with the same customers, we also share the same business values” says Jackson. “Both companies emphasize their commitment to outstanding customer service. That’s part of what makes working with Adobe even more attractive.”

Dell

“Adobe Creative Suite combined with Dell Precision workstations take creative professionals in design and publishing to the next level,” said Joe Curley, senior manager for Precision marketing at Dell. “Adobe Creative Suite and Dell Precision workstations are built to deliver a powerful and sophisticated tool that enables creative professionals to produce their best work — in print or on the Web.”

Harris & Baseview

Harris & Baseview provides software tools for publishing, including Editorial, Advertising, Circulation Management, Production and Internet solutions.

“We value our relationship with Adobe,” said Peter Cooper, creative and marketing director at Harris & Baseview. “Adobe’s line of creative products is practically industry standard. A large majority of our new customers want to use InDesign® and InCopy®, and you know they use Photoshop®.”

HP

“The Adobe Creative Suite offers exceptional integration and superb ease-of-use at a very reasonable price,” says Ana Izquierdo, Director of Marketing, HP Inkjet Commercial Division. “Such basic, but essential values are important to the graphics community — one reason why HP developed the HP Designjet 120 printer, a D-size (A1-size) large-format printer with an Adobe-based PDF RIP engine. The HP Designjet team has collaborated with Adobe and supported Adobe workflows extensively during the past ten years the Adobe Creative Suite is an outstanding addition to the designer’s toolbox.”

Intel

“The Adobe Creative Suite has been tuned and optimized to take advantage of Intel’s Pentium® 4 processor with Intel NetBurst® microarchitecture and HyperThreading technology†,” said David L. Brown, General Manager, Software Enabling Division, Intel. “Adobe and Intel have collaborated on optimizing Photoshop, Illustrator®, and InDesign software to ensure that creative professionals using the Adobe Creative Suite on Pentium 4 processor-based PCs will enjoy the highest levels of productivity and responsiveness when designing published materials under critical deadlines.”

Managing Editor Inc.

Managing Editor Inc. is an industry leader in the development of quality, proven software solutions for the evolving publishing industry.

“Adobe Creative Suite strategy will streamline product release while keeping the products in lockstep,” said Dennis McGuire, chief executive officer of Managing Editor Inc. “This will be a blessing for integrated system providers like MEI and our worldwide customer base. MEI was one of the first to introduce InDesign and InCopy into our product line and to our customers. We found Adobe's technical support and response time to be outstanding.”

National Association of Photoshop Professionals (NAPP)

“Adobe Creative Suite concept is the future of professional digital publishing, and because Adobe has engineered their products to work so seamlessly together, nobody can touch them. This changes everything,” said Scott Kelby, president of the National Association of Photoshop Professionals.

Presentation Strategies

Presentation Strategies is a leading multimedia and audio-visual company, providing comprehensive solutions for any communication need.

“The Adobe Creative Suite offers a stable, integrated environment that helps us share and work on projects more efficiently,” said Philip Molaro, graphic designer of Presentations Strategies. “At the same time, each individual product in the Adobe Creative Suite offers a number of important enhancements. From the ability to zoom in on HTML code in GoLive® CS, to the greatly enhanced File Browser in Photoshop CS, Adobe keeps meeting our need to work as creatively and productively as possible on client projects.”

The Society of Publication Designers

For over a quarter of a century, the Society of Publication Designers has been a driving force for quality and innovation in publication design.

“The Society of Publication Designers salutes Adobe and its products for creative teams in the publishing industry,” said Bride Whelan, president of The Society of Publication Designers. “From the first electronic sketch to the glossy magazine on the newsstand, always Adobe. Always there.”

Total Training

Total Training Inc., is an Encinitas, California based corporation that provides training solutions to the Graphics Industry and visual media professionals.

“It has been a wonderful experience developing video training for this revolutionary product,” said Total Training presenter and professional designer, Steve Holmes. “Adobe Creative Suite is a comprehensive and tightly-integrated solution that gives creative professionals everything they need to take their ideas from design to print or Web publishing. And we’re excited that Adobe has included Total Training discs as part of its software, because it means users will be able to get up to speed quickly on the incredible features of this new program.”

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†Hyper-Threading Technology requires a computer system with an Intel® Pentium® 4 processor supporting HT Technology and a Hyper-Threading Technology enabled chipset, BIOS and operating system. Performance will vary depending on the specific hardware and software you use. See www.intel.com/info/hyperthreading for more information including details on which processors support HT Technology.