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FOR IMMEDIATE RELEASE

Adobe Enables High-Definition Workflow for Discovery HD Theater Network Promotions

Adobe Video Collection Helps STEAM Bring HD Programming into Viewers' Living Rooms this Spring

SAN JOSE, Calif. — April 17, 2005 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that STEAM, a creative agency and production company, used Adobe® Premiere® Pro and Adobe After Effects® software to create a network branding campaign promoting Discovery HD Theater, Discovery Networks' 24-hour high definition network. The campaign, completed in broadcast-quality HD, includes several promotional spots that will begin airing on Discovery HD Theater in April. As part of the Adobe Video Collection, Adobe Premiere Pro and After Effects are the centerpiece of the professional high-definition workflow that enabled STEAM creative directors to work with uncompressed, full-resolution HD footage from start to finish.

“With Adobe Video Collection, Adobe is redefining professional HD motion content production and lowering the cost of entry into HD, by providing the tools needed to create high quality HD productions,” said Steve Saylor, vice president of Digital Video and Audio products at Adobe. “Now, anyone can use Adobe Video Collection to capture, edit, and output HD projects quickly, all at a fraction of the cost of expensive proprietary systems.”

The innovative campaign for Discovery HD Theater helps viewers grasp how crisp and clear HD programming is, even if they do not yet own HD televisions. Tony Molenda and Scott Bryant, STEAM co-founders and creative directors, devised the campaign's overarching theme: watching Discovery HD Theater is like having live action in viewers' living rooms. The initial spot in the campaign features a man sitting on his couch, drawing an imaginary television in the air. As he changes channels, actors portraying participants from popular Discovery shows such as American Chopper and Trading Spaces appear in his living room, doing what they do on their shows—designing customized choppers and renovating rooms.

“If you're working in HD, nothing surpasses the Adobe Video Collection. Adobe software offers smooth workflow integration, the industry's most complete feature set, and an attractive price that is unmatched among desktop HD tools,” said Scott Bryant. “Because of its quality and flexibility, STEAM has literally built its business around the Adobe Video Collection.”

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Adobe Video Collection provided STEAM with a complete, integrated platform for HD production and post production. STEAM used Adobe Premiere Pro, After Effects, and Adobe Photoshop® to take the Discovery HD Theater project from storyboards to final output, including pre-visualization during production and online editing in uncompressed HD. Integration among Adobe Video Collection applications helped STEAM leverage graphics, footage, artwork, and logos throughout the HD project.

STEAM will be showcasing its work for Discovery HD Theater this week at the Adobe booth (#SL313) during NAB 2005 in Las Vegas.

About Adobe Systems Incorporated

Adobe is the world's leading provider of software solutions to create, manage and deliver high-impact, reliable digital content. For more information, visit www.adobe.com.

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