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FOR IMMEDIATE RELEASE

Adobe Aligns with Industry Leaders to Deliver OpenHD Turnkey Desktop Solutions

Adobe, HP, Intel, Microsoft and Dell to Provide Certified Line of Open, Scalable Desktop Solutions for HDV and HD

SAN JOSE, Calif. — April 17, 2005 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced it is collaborating with industry leading companies including HP, Intel, Microsoft, and Dell to deliver a line of open, scalable, certified desktop HDV and HD solutions optimized to meet the needs of video, film and broadcast professionals. Introduced at the National Association of Broadcasters Convention (NAB 2005), four new OpenHD™ Certified Solutions, supporting HDV to uncompressed HD RealTime, will be demonstrated in the Adobe booth, #SL313, at the Las Vegas Convention Center.

The Adobe Video Collection, which includes Adobe® Premiere® Pro 1.5, After Effects® 6.5, Adobe Audition® 1.5 and Adobe Encore™ DVD 1.5, is the cornerstone of these certified solutions, providing the software needed to capture, edit and output professional HD productions.

“OpenHD Certified Solutions will take HD to the mainstream, by offering choice and peace-of-mind to anyone thinking of moving their workflows to HD,” said Steve Saylor, vice president of Digital Video and Audio products at Adobe. “Technology leaders are combining their expertise to ensure that fully-configured HD systems are available right out of the box.”

OpenHD is being established by these industry leaders to deliver a line of integrated, certified, Windows-based HD solutions, making HD technology more affordable and accessible to a broader audience. Through a joint certification process, these companies will help ensure compatibility between hardware and software components, simplifying the purchasing process and giving customers the confidence that they are buying a validated turnkey system.

The OpenHD Certified Solutions being shown at NAB have been developed to fulfill the needs of a range of DV, film and broadcast professionals working on Windows XP Professional. The HDV solution, powered by 64-bit Intel® Xeon processor-based Dell Precision 670 workstation, ensures compatibility with the HDV format and enables users to edit HDV footage similar to DV without adding any specific cards. Adobe and Sony have worked extensively together to

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ensure the utmost compatibility between Adobe Premiere Pro and the Sony HVR-Z1 camera and HVR-M10 recorder by providing integrated HDV workflows. As an end-result, this turnkey solution enables DV professionals to expand their portfolio to include high definition content.

The uncompressed HD and uncompressed real-time turnkey solutions, powered by the HP xw8200 Workstation and packaged with the Blackmagic Decklink HD and Matrox Axio capture cards respectively, fulfill the needs of the video professionals who work with 10-bit quality HD content. The HP xw9300 Workstation powers the compressed HD real-time solution in conjunction with the Cineform ProspectHD plug-in. For additional details on hardware specifications, pricing and availability, please visit the OpenHD Web site at www.openhd.org.

At NAB, Adobe will host the MultiMedia World Conference Super Session titled, “Video: The Next Wave of Publishing” on Tuesday, April 19, from 10:15 AM- 12:00 PM in the Las Vegas Convention Center, #S222. In his keynote, Steve Saylor will present Adobe’s vision for the future of video, followed by a panel discussion with representatives from Dell, HP, Intel, Microsoft, and Sony. Moderated by Cynthia Wisheart, editorial director of Millimeter and Video Systems Magazines, the panel will discuss some of the latest trends in desktop video editing, including the new OpenHD initiative.

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.

Industry Leaders Show Support for OpenHD Certified Solutions

“Dell and Adobe offer a complete HDV solution so customers can move easily to standardized HD content creation. This turnkey, certified solution available with Dell Precision workstations enables a streamlined purchasing process and instant productivity with optimal performance.”

-- Neil Hand, vice president, Dell product group

“When combined with industry-leading HD video capture cards and the Adobe Video Collection, the HP xw8200 and xw9300 workstations provide powerful platforms for professionals creating HD content on a variety of certified HD-based solutions—ranging from Compressed to Uncompressed RT.”

-- Jeff Wood, director of product marketing for the personal workstation global business unit at HP

“Editing video content is one of today’s most processor-intensive workloads, and HD further raises the computing demands. 64-bit Intel(R) Xeon(TM) processor-based workstations are ideal for meeting these needs. By collaborating with other leading companies across the industry to create OpenHD solutions, we help to provide customers with the compute-power needed to run optimized, turnkey solutions.”

-- Diane Bryant, vice president of Intel's Workstation/Server Platforms Group

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“We are pleased to work with Adobe and other industry leaders to make HD technology more accessible to a broader audience. This collaboration ensures the highest quality end to end Windows-based HD-based creation solutions.”

-- *Kevin Unangst, director of Windows Digital Media at Microsoft Corp*

“We want to provide the best support to our customers who have purchased Sony HDV camcorders and VTRs and need a reliable software environment to edit their HDV content. We are happy to show our support to the Open HD initiative and work with Adobe to provide a comprehensive solution for HDV recording and playback using the Adobe Video Collection.”

-- *Bob Ott, Vice President, Broadcast and Production Systems Division, Sony*

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