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FOR IMMEDIATE RELEASE

Adobe Introduces InDesign Server CS2 for System Integrators and Third Party Developers

New Server Version of InDesign Enables Automation of High-end Editorial Workflows, Collateral Creation, Data-driven Publishing, and Template-based Web Publishing

SAN JOSE, Calif. — Oct. 17, 2005 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® InDesign® Server CS2, which enables system integrators and third party developers to build automated, design-driven publishing solutions. Built on the same code base as Adobe InDesign CS2, the award-winning professional design and layout program, Adobe InDesign Server CS2 brings high-end composition and graphics support to a server platform, allowing Adobe partners to introduce new levels of automation and design quality to editorial workflows, collateral creation, data-driven publishing and template-based Web publishing solutions.

“Publishers are under constant pressure to produce personalized content in more places with fewer resources,” said Mark Hilton, senior director of Creative Professional Products at Adobe. “What customers have had to compromise is typographical and design quality. Now, with Adobe InDesign Server CS2, system integrators and developers can build automated publishing solutions that help customers save time, money, and resources without sacrificing visual quality.”

Automated Publishing with InDesign Server CS2

InDesign Server CS2 shares the same code base as InDesign with its rich graphical and typographical controls, but adapted for server usage. It offers extensive programming capabilities via scripting, C++, or SOAP (Simple Object Access Protocol). This provides a range of interfaces (from scripting to plug-ins to Web Services) for 3rd parties to integrate InDesign Server CS2 into larger solutions that support a broad base of usage across newspapers, magazines, catalog and book publishing.

InDesign Server CS2 delivers output capabilities, built-in language support, scripting DOM (document object model), and rich software development kit (SDK) as Adobe InDesign CS2 software. Additional features include support for multiple concurrent instances, error capturing, and server operating system support for Microsoft® Windows® 2000 Server, Windows 2003 Server, or Mac OS X Server, version 10.3.x and 10.4.x ‘Tiger’.

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“The combination of Xserve G5 and Tiger Server provides publishers with the most powerful and scalable workgroup solution in the industry,” said Ron Okamoto, Apple’s vice president of Worldwide Developer Relations. “We’re delighted that our global publishing customers can take advantage of customized Adobe InDesign-based workflows and Apple innovation to accelerate the creative process and time-to-market.”

Third Party Solutions Based on InDesign Server CS2

InDesign Server CS2 solutions will be available through third parties as a component of automated publishing solutions designed and built by system integrators and developers. Currently, as part of a pilot program for InDesign Server CS2, Cacidi (www.cacidi.com), the Peter Schmidt Group (www.peter-schmidt-group.de), Managing Editor Inc. (MEI) (www.maned.com), Sansui Software (www.sansuisoftware.com), SoftCare Software-Service GmbH (www.k4publishingsystem.com), XMPie Inc. (www.xmpie.com), Wave2 Media Solutions Limited (www.wave2.com), and WoodWing Software (www.woodwing.com) are building and deploying solutions. In addition, more than 120 partners have been evaluating InDesign Server CS2 for potential deployment of solutions in 2006-2007.

“The heart of Wave2’s technology is a powerful rules engine that takes unformatted content and automatically produces highly creative documents,” said Chris Hodges, Wave2 founder and managing director. “InDesign Server has provided a range of creative control not normally available to an automation solution. Our customers can now produce documents of a creative standard not previously considered possible.”

Pricing and Availability

Adobe InDesign Server CS2 will be available to qualified Adobe developer partners in Fall 2005. All pricing information is available through qualified third parties. For more information about Adobe InDesign Server CS2, please visit: www.adobe.com/products/indesign/indservermain.html.

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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