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FOR IMMEDIATE RELEASE

New Flash Technology From Adobe Enables High-Impact User Experiences For Consumer Devices

Flash Lite 2 and Flash Player SDK 7 Power Development of Customizable Interfaces, Content and Web Browsing For Major Handset and Electronics Manufacturers

SAN JOSE, Calif. — Jan. 3, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Macromedia® Flash® Lite™ 2 software and Macromedia Flash Player SDK 7, essential technologies for building rich, engaging mobile and device experiences based on Flash technology. Flash Lite 2 is a major new release of the Flash Player for non-PC devices, bringing rich user interfaces to mobile phones and consumer electronics devices worldwide. Flash Player SDK 7 is the Flash Player optimized for consumer electronic devices, enabling consumer electronics manufacturers, system integrators and browser companies to create high impact products and services, with full web browsing capabilities, that leverage the vast number of Internet sites featuring Flash content.

“Consumers worldwide demand engaging content and services on their devices -- from mobile phones to cameras, televisions and more,” said Al Ramadan, senior vice president of Mobile and Device Solutions at Adobe. “Flash Lite 2 and Flash Player SDK 7 can unlock the potential for mobile handset and consumer electronics manufacturers to successfully deploy truly compelling digital experiences.”

Flash Lite 2 and Flash Player SDK 7 enable OEMs, consumer electronics device manufacturers and operators to provide rich, customizable user interfaces, while delivering more consistent consumer experiences across devices, operating systems, processors and screen sizes. By leveraging the Flash ecosystem -- which includes the Flash authoring tool, rendering engine, and an established community of more than two million designers and developers - Flash Lite 2 and Flash Player SDK 7 can reduce deployment costs and deliver content and interfaces three to five times faster than competing solutions.

Both Flash Lite 2 and Flash Player SDK 7 are built on the ubiquitous Flash Player 7, and include ActionScript 2 support, Unicode support for international markets, tighter device integration, persistent data management, reduced memory consumption and improved XML data handling. Also available for preview today is an update to Flash Professional 8, which allows mobile designers and developers to take advantage of the new capabilities of Flash Lite 2 (available for download at labs.macromedia.com). As a result of these updates, consumers should enjoy rich

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experiences and intuitive user interfaces, while the mobile and consumer electronics industries can benefit from exceeding customer expectations and optimizing content delivery throughout their device portfolio.

“Flexible user interfaces are a key differentiator and a significant part of the value creation on devices,” said John Jackson, senior analyst at Yankee Group. “Flash Lite 2 and Flash Player SDK 7 expand vendors’ and operators’ U/I options and open the mobile market to a broader base of content and prolific developers. This UI and application layer offers enhanced potential for competitive differentiation, compelling branding and personalization options for operators, content providers and device manufacturers alike.”

Devices powered by Flash Lite 2 and Flash Player SDK 7 are anticipated to be available later this year. A number of the world’s largest device manufacturers are currently shipping Flash technology-enabled mobile phones and consumer electronics devices, including Nokia, Samsung, Sony Ericsson, Kodak, Reigoncom and more.

Shipments of mobile devices running Flash have more than tripled from 12 to 45 million units within the last twelve months. Adobe offers mobile solutions for enhanced content and browsing, customized phone user interfaces and converged data experiences. Adobe’s creative solutions are mainstays for designers and developers around the world. Recently introduced as the Adobe Design Bundle, the combination of Adobe Creative Suite 2 and Macromedia Flash Professional 8 enables designers and developers to create rich interactive content and applications across desktops and devices. For more information, visit www.adobe.com/bundles. For more information and how to license Flash Lite 2 and Flash Player SDK 7, visit www.macromedia.com/mobile.

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