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FOR IMMEDIATE RELEASE

Adobe Unveils Lightroom Public Beta and Delivers New Technology for Digital Photography Workflows

Professional Photographers Instrumental in Developing New Modular Software to Import, Manage, Develop, and Showcase Images

SAN JOSE, Calif. — Jan. 9, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today introduced the public beta of Adobe® Lightroom™, an all-new digital imaging solution for professional photographers. With its modular, task-based and streamlined environment, Lightroom's goal is to deliver a complete photography workflow. As Adobe collects more feedback from photographers, modules and feature sets will likely change, as customers decide on their popularity and priority within digital photography workflows. Initially available as a beta for Macintosh, Lightroom will later support both the Windows® and Macintosh platforms.

“We first showed an early version of Lightroom at the Adobe Ideas Conference in April 2005 to demonstrate a new streamlined digital photography experience, from capture to print,” said Shantanu Narayen, president and chief operating officer of Adobe. “Today’s Lightroom Beta leverages Adobe’s renowned digital imaging innovation, in areas such as raw image processing, so that even in beta form photographers will find world class technology that complements Photoshop. We look forward to the feedback from the photography community as we refine the product over the next few months.”

New Open Architecture Focuses on the Image

Lightroom Beta has been designed with a radical new user interface that puts the focus on what photographers really care about: the image. With just one click, the control panels and tools fade into the background in Lights-Out mode, allowing the image to take center stage. The innovative Identity Plate feature allows photographers to apply their own branding to the application and its output, so that it becomes their own personal gallery for showcasing work. Photographers also can rapidly scroll through hundreds of images and Quick One-to-One Zoom allows instant magnification of the finer points within the image.

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“Lightroom defines the future workflow for the professional digital photographer,” said Seth Resnick, a premier corporate, editorial and stock photographer. “It delivers exactly the functions photographers need to speed up their workflow in a way that was never before possible.”

High-Quality Raw Processing

Leveraging industry-leading Adobe Camera Raw technology, Lightroom supports over 100 cameras and incorporates raw conversion into a single workflow experience. Adobe continues to advance the state of the art in raw processing, as evidenced by the new split-toning controls which create richer black and white images. This extends photographers’ creative control, providing new parameters for making adjustments and more freedom to address precise areas of the photograph on the histogram. Upon import, files can be converted to Digital Negative format (DNG) or renamed and segmented by folder or date.

Images can also be showcased via slideshows with drop shadows, borders, Identity Plates and different colored backgrounds. The size and position of the images can be manipulated and delivered in Macromedia Flash®, Adobe Portable Document Format (PDF) or HTML formats. A variety of templates are offered for contact sheets with the ability to add identity plates or produce a fine art print.

Pricing and Availability

The public debut of Lightroom Beta for Macintosh OSX 10.4.3 will occur at Macworld 2006 on January 10, 2006 in San Francisco at Booth #1307 and is available for free download from the Adobe Labs Web site at <http://labs.adobe.com/technologies/lightroom>. Recommended system requirements are Macintosh OSX 10.4.3, 1 GHz PowerPC G4 processor, 768 MB RAM and a 1024x768 resolution screen. Regular updates to the software will be posted on the site, feedback will be collected and the final product is expected to be introduced in late 2006. Further details around pricing, system requirements and availability have yet to be determined.

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