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FOR IMMEDIATE RELEASE

## Adobe to Dramatically Accelerate Collaboration for Product Design and Development with New Acrobat 3D Software

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**Newest Member of Acrobat Family Significantly Extends Visualization and Publishing of 3D Designs Harnessing Free Adobe Reader and Adobe PDF**

**SAN JOSE, Calif. — Jan. 23, 2006** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® Acrobat® 3D, new desktop software that helps extend document-based 3D design collaboration capabilities to virtually anyone across and beyond global organizations. Using Acrobat 3D and harnessing the reach of Adobe Reader®, extended project teams can more quickly, securely and cost-effectively drive to completion critical communication processes that require 3D visualization.

With Acrobat 3D, design engineering, technical publishing and creative professionals in manufacturing industries such as automotive, aerospace and industrial machinery, as well as the architecture, engineering and construction (AEC) market, can easily convert 3D models from a wide variety of major computer-aided design (CAD) formats and embed them into Adobe PDF files—regardless of whether they have CAD software.

The capabilities of Acrobat 3D go much further, enabling users to enhance the interactivity of 3D objects in PDF documents by editing lighting, adding textures and materials, and creating animations such as assembly and disassembly instructions. Acrobat 3D users can then enable suppliers, partners and customers to participate in a more efficient document review process simply using Adobe Reader\*. When enabled by Acrobat 3D, Adobe Reader users have the ability to view product structure and leverage commenting, measurement and cross-section tools directly on 3D objects in Adobe PDF files.

Organizations including Renault group, Honda Racing F1 Team, Eaton Corporation, Bradrock Industries, and Atrus Incorporated are among those testing Acrobat 3D for document-based collaboration processes that require visualization of 3D CAD models. ITT Industries, Inc., a global engineering and manufacturing company with annual sales of more than US\$6 billion, is also testing the software. ITT uses CAD software to create 3D design models then integrates static, 2D images into product documentation, marketing materials, and maintenance and repair guides.

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“Today, we capture screen shots of materials from our CAD software for use in various documents, but 2D views don’t completely convey all the details of our designs,” said Chris Thomson, product engineering manager, ITT Industries. “Acrobat 3D could allow us to integrate 3D models into our marketing and product maintenance documentation, enabling readers to more easily understand how components work together. The ability to more securely communicate CAD data in Adobe PDF—through the free and essentially universal Adobe Reader—should help democratize 3D.”

Harnessing Acrobat 3D, engineering professionals can now quickly share 3D CAD data with project team members, without the need for recipients to have CAD viewers or applications. This helps reduce the costs of slower and often error-prone methods of communication, including screen shots and paper-based processes. In addition, technical publishing and creative professionals can use Acrobat 3D to help increase their productivity by inserting 3D models into Microsoft Word, Excel and PowerPoint files. They can then publish them as more secure and intelligent Adobe PDF documents. As a result, they can bring service, operations and training manuals, Web-based brochures, and catalogs to life with rich, intuitive 3D content, helping provide a better user experience for their clients.

“In a global environment of fierce competition, outsourcing and time-to-market pressure, manufacturing organizations continually seek tools to help them deliver better products faster,” said Marc Halpern, research director for Manufacturing at Gartner Inc. “Technology based on widely accepted standards that helps extend 3D visualization, communication and collaboration across geographically dispersed organizations and fits well in diverse computing environments will be of great value and can help organizations sustain a competitive advantage.”

Acrobat 3D joins the Acrobat family that includes Acrobat 7.0 Professional, Acrobat 7.0 Standard and Acrobat 7.0 Elements. Acrobat 3D is the most comprehensive software in the product line, including all of the functionality of Acrobat 7.0 Professional, and much more.

### **Pricing and Availability**

Acrobat 3D is immediately available in English, French and German language versions. The Japanese language version is expected to be available in February 2006. The product has an estimated street price of US\$995. Registered users of Acrobat 7.0 Professional and Acrobat 6.0 Professional can upgrade to Acrobat 3D for estimated street prices of US\$545 and US\$699, respectively. The product is available for Microsoft® Windows® 2000 (with Service Pack 2), Windows XP Professional, Home and Tablet PC Editions, and IBM® AIX® 5.2, HP UX 11.0, SGI™ IRIX™ 6.5, and Sun™ Solaris™ 2.8 (for Acrobat 3D Capture utility). Acrobat 3D is available at retail, online via the Adobe.com store, and through Adobe’s Open Options 4.5 licensing programs. Additional product information is available at [www.adobe.com/acrobat3d](http://www.adobe.com/acrobat3d). For more information, customers in North America can call 1-800-272-3623.

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\* Adobe Reader 7.0.7 or later

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