



Press/Analyst Contacts  
Sandra Nakama  
Adobe Systems Incorporated  
415-832-4053  
[snakama@adobe.com](mailto:snakama@adobe.com)

Steve Biondolillo  
A&R Edelman  
650-762-2841  
[sbiondolillo@ar-edelman.com](mailto:sbiondolillo@ar-edelman.com)

**FOR IMMEDIATE RELEASE**

## **New Adobe Captivate 2 Enables Rapid Creation of High-Impact eLearning Experiences**

---

**Major Upgrade delivers interactive simulations, software demonstrations and scenario branching without requiring programming**

**SAN JOSE, Calif. — Sept. 5, 2006** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Captivate™ 2, software which enables the creation of professional-quality, interactive simulations, software demonstrations and scenario-based training modules. Based on industry-leading Macromedia® Flash® technology, Adobe Captivate 2 generates interactive content in Flash, without requiring users to have programming knowledge or multimedia skills. With Adobe Captivate 2, training professionals, educators and business users can quickly create content that includes scored interactions, feedback, audio, and video. With this new version, complex branching scenarios allow users to rapidly develop specific scenarios by visually mapping out the different learning paths.

“Software solutions that enable training professionals to provide rich learning experiences are a critical component to increase business productivity,” said Naresh Gupta, senior vice president, Print and Classic Publishing for Adobe.

“With Adobe Captivate 2, anyone within an organization can develop simulation-based or interactive learning material saving the time, investment and cost of training users in person. With new features such as scenario branching and the ability to add Flash video, Adobe Captivate 2 delivers engaging, interactive content creation across organizations and industries.”

The intuitive interface and automated features in Adobe Captivate 2 allow anyone to develop interactive simulations and scenario-based training. Authors can quickly develop software demonstrations and simulations complete with text descriptions, editable mouse movements, and scored interactions with learner feedback. New workflow enhancements allow users to rapidly develop scenario-based training by visually branching out different learner paths. A new simulation wizard in Adobe Captivate 2 helps users develop soft-skills simulations, add content to placeholder slides, and set up the branching with simple point-and-click functionality.

“By extending the capabilities of Adobe Captivate 2, Adobe has created a versatile tool for eLearning,” said Frank Nguyen, eLearning technology manager at Intel. “Authors can develop complex, interactive content such as soft skill

## **New Adobe Captivate 2 Enables Rapid Creation of High-Impact eLearning Experiences**

simulations, physical task simulations, scenario-based instruction, and performance support systems, with the same ease-of-use currently offered for software simulations today.”

Adobe Captivate 2 automatically generates interactive content in Flash format, which can be immediately viewed by more than 600 million Web users. Adobe Captivate 2 users can engage their audiences with Flash video content and easily reuse and manage media content in a project library. Among other new features, Adobe Captivate 2 users gain the ability to focus the learner’s attention with zoom and gray out effects.

Adobe Captivate 2 provides the flexibility to develop different types of content, ranging from basic software demonstrations to scenario-based simulations, and to deploy the material to various systems and platforms. Users can harness the power of Flash technology to create high quality content while maintaining small file size, and generate multiple file formats such as SWF, EXE, or MP3 for podcasts. Flash users can leverage the speed of Adobe Captivate 2 by exporting project files directly into the Flash authoring tool for advanced editing and scripting. Adobe Captivate 2 content can be deployed and integrated with other e-learning solutions such as Breeze, Authorware, Questionmark Perception, and SCORM/AICC compliant Learning Management Systems (LMS).

### **Pricing and Availability**

Adobe Captivate 2 is expected to ship later this year at an estimated street price of US\$599. Registered users can upgrade to Adobe Captivate 2 for an estimated street price of US\$299. Volume discounts, government and education licensing are also available to eligible customers. To learn more about Adobe Captivate 2, please visit [www.adobe.com/go/captivate](http://www.adobe.com/go/captivate). For more information, customers in North America can call 1-800-326-2124.

### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

###