



Press/Analyst Contacts

John Cristofano
Adobe Systems Incorporated
408-536-4135
jcristof@adobe.com

Anna O'Neil
A&R Edelman
650-762-2868
aoneil@ar-edelman.com

FOR IMMEDIATE RELEASE

Adobe Delivers Acrobat Connect Product Line for Instantaneous Web Conferencing

New Software Makes it Easier Than Ever to Communicate and Collaborate with Personal Meeting Rooms

SAN JOSE, Calif. — Dec. 6, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of the Adobe® Acrobat® Connect™ software product line for communicating and collaborating instantly through real-time, interactive web conferencing. With Adobe Acrobat Connect and Adobe Acrobat Connect Professional, Adobe is transforming the way knowledge workers meet and conduct business online with “always-on” personal meeting rooms.

“Adobe has an unparalleled history of providing rich, engaging experiences for our customers and end users,” said Tom Hale, senior vice president, Knowledge Worker Business Unit at Adobe. “Now with Acrobat Connect, we are advancing the world of web conferencing by allowing people to use personal meeting rooms as they would their offices. They can instantly come together to review the documents that are critical to their everyday work, ultimately elevating web conferencing to an essential daily tool for getting work done.”

Unlike traditional web conferencing solutions, the Acrobat Connect products enable users to choose a simple and easy-to-remember web address for their online personal meeting room that is unique to them, much like a phone number or e-mail address. Accessing a personal meeting room is easy and instant, requiring little more than a web browser and the ubiquitous Adobe Flash® Player software, installed on more than 97 percent of Internet-connected computers worldwide. Because there is no cumbersome software to download, knowledge workers can easily hold spontaneous, ad-hoc meetings that are virtually hassle-free to join.

“We’ve seen a huge jump in the demand for online meetings within and across our business units—especially when managers realized the time and costs savings involved,” said Nancy Williams, an instructional designer at DTE Energy, a diversified energy company with revenues of more than \$9 billion. “The versatility and ease of using Adobe Acrobat Connect software has been instrumental in driving new demand. Employees can easily participate in planned trainings or instantly initiate ad hoc meetings without ever leaving their offices. In a company as large and diverse as DTE, that flexibility is essential.”

Adobe Delivers Acrobat Connect Product Line for Instantaneous Web Conferencing

The Acrobat Connect product line addresses online collaboration needs from casual to intensive web conferencing users. The entry-level Acrobat Connect hosted service provides users with essential collaboration tools, such as screen sharing, whiteboarding, chat, video conferencing, and audio conferencing*—all for unlimited usage for up to 15 participants for one low monthly fee. Additionally, with one-button “Start Meeting” access from Acrobat 8 and Adobe Reader® 8 software ([see separate press release](#) issued today), users can launch Acrobat Connect directly from a document to start collaborating immediately.

For more advanced web conferencing and collaboration needs, Acrobat Connect Professional is a highly scalable solution for wide organizational deployment that offers extensive meeting management capabilities, as well as a powerful reporting system. For online meetings and events, including large meetings of up to 2,500 participants, companies can reach target audiences virtually any time with interactive multimedia, integrated telephony, and Voice over Internet Protocol.

Additionally, Acrobat Connect Professional offers customizable meeting rooms that enable users to tailor meeting flows and organize branded content. Users can store and share content across meeting rooms or easily record meetings for later on-demand viewing. In addition, developers can use the Adobe Acrobat Connect Collaboration Builder SDK to create unique, engaging and interactive applications for an enhanced web communication experience. Organizations can deploy Acrobat Connect Professional in either an on-premise, behind the firewall configuration, or through Adobe’s hosted service.

Also, solutions for rapid training and online events are available under the Adobe Connect brand, formerly known as Macromedia® Breeze® software. For example, users can quickly create, manage, deploy, and track custom training programs that include both live and self-paced courses, as well as virtual classes that contain interactive content such as quizzes, surveys and simulations.

The entire Acrobat family consists of Acrobat 8 Professional, Acrobat 8 Standard, Acrobat 8 Elements, Acrobat 3D Version 8, Acrobat Connect, and Acrobat Connect Professional.

Pricing and Availability

The Acrobat Connect hosted service is currently available as a free trial version through the end of the current calendar year at www.adobe.com/go/tryconnect. The commercial release of Acrobat Connect, initially available in English, is expected to be available in January 2007 for a subscription price of US\$39 per month, or US\$395 per year per personal meeting room. Acrobat Connect Professional is available in English, French, German, Japanese, and Korean, starting at US\$15,000 depending on configuration, and is licensed on a named user, as well as concurrent port basis. Existing licensed customers of the Macromedia Breeze solution with up-to-date maintenance plans may be eligible for updates to Acrobat Connect Professional and new versions of the Adobe Connect servers. For more information, visit www.adobe.com/products/acrobatconnectpro/. A free trial version of Acrobat Connect Professional is available at www.adobe.com/go/tryconnectpro.

Adobe Delivers Acrobat Connect Product Line for Instantaneous Web Conferencing

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.

###

© 2006 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Acrobat, Acrobat Connect, Breeze, Flash, Macromedia, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

*Telephone toll charges may apply.