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FOR IMMEDIATE RELEASE

Flash Enabled Mobile Devices Pass 200 Million

Adobe's Mobile Flash Technology Now Seeing Growth in Europe and North America

BARCELONA, SPAIN — Feb. 12, 2007 — At the 3GSM World Congress, Adobe Systems Incorporated (Nasdaq:ADBE) today announced that the number of Flash® enabled devices shipping worldwide has tripled since January 2006, to reach more than 200 million. Adobe's mobile Flash technology includes Adobe® Flash Lite™, a Flash Player profile specifically developed for mobile devices, and Adobe FlashCast®, Adobe's flexible client-server solution that delivers rich, intuitive mobile data experiences. Both technologies have seen explosive adoption worldwide over the last twelve months.

Today, more than 300 Flash enabled phones and consumer electronics devices have been manufactured, and more than 70 percent of all Flash devices now ship outside of Japan, forging new markets for Adobe, developers and content creators. In addition, FlashCast trials are under way in all major regions across the world, and with over eight million subscribers NTT DoCoMo has seen impressive growth in Japan with i-channel™, a rich news and information delivery service powered by FlashCast technology.

“Japan was the early adopter of mobile Flash technology, but today it is a worldwide phenomenon with some of the hottest mobile devices, like the LG Prada phone, relying on Flash to deliver compelling user experiences,” said Al Ramadan, senior vice president, Mobile and Device Solutions Business Unit at Adobe. “Unlike some technology companies, we're betting on the infinite creativity of content creators and software developers and look forward to seeing how their creative vision enables millions to discover new ways to interact with news, information and entertainment.”

Adobe is working with global operators, content aggregators and handset manufacturers, including Nokia, NTT DoCoMo and Verizon Wireless to provide a clear path for developers to monetize their Flash Lite applications. For example, the company is helping developers gain Flash Lite content development skills at Adobe and authorized training centers in Europe, the United States and Asia. Similarly, the Adobe Mobile Developer Program offers a range of online technical resources from content development kits and sample codes to early notifications about Adobe mobile products. Additional information about the Mobile Developer Program is available on the Adobe Web site at www.adobe.com/devnet/devices.

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“By using Flash Lite for our Shockwave Minis mobile game service, we’re able to offer a unique selection of Flash Lite games to millions of Verizon Wireless customers in the United States,” said Dave Williams, senior vice president and general manager of Shockwave and AddictingGames, a MTV Networks Company. “Flash Lite has allowed us to launch several new games each month because our development time is much faster when compared to developing similar games with other technologies.”

“As one of the largest Flash based games publishers for global operators like Orange Group, Mobitween was fast to realize the fundamental shift Adobe introduced by bringing Flash to mobile entertainment,” said Philippe Chassany CEO of Mobitween. “As our mobile technology of choice, Flash Lite enables us and our partner developers to truly create rich and interactive games and applications at unprecedented speed and reduced cost.”

“We decided to start offering Flash Lite content because our local developers are able to easily and quickly create new content that we can add to our catalog,” said Carol Ng, vice president for Marketing at iGuna Mobile, one of the largest content aggregators for mobile entertainment in the Asia Pacific region. “We’ve seen an immediate uptake of consumers purchasing Flash Lite content and are excited to expand our relationship with Adobe even further in the future.”

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