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**FOR IMMEDIATE RELEASE**

## **Adobe Reveals Creative Suite 3 Production Premium**

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### **Cross Platform Suite Integrates Video Editing, Audio, Effects, Graphics and Multimedia Tools**

**SAN JOSE, Calif. — March 27, 2007** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 3 Production Premium software, a complete integrated post-production solution. Adobe Creative Suite 3 Production Premium offers unprecedented levels of integration across major new releases of its video, audio and web software, including Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Encore® CS3, Adobe Photoshop® CS3 Extended (see separate release), Adobe Illustrator® CS3, Adobe Flash® CS3 Professional, and Adobe® Soundbooth™ CS3. Now post-production and rich media professionals have a complete, cross-platform, integrated workflow that enables them to create and deliver visually innovative projects for film, broadcast, web, DVD, and mobile devices.

Adobe Creative Suite Production Premium will support Intel-based Macintosh systems, Microsoft® Windows® XP, and Windows Vista™, with the software optimized to deliver outstanding performance on the latest hardware. Adobe After Effects is also available for Macintosh as a Universal Binary application.

“With Adobe Creative Suite 3 Production Premium the video editing market just got a whole lot more interesting,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “We’re back on the Mac with a great cross-platform suite that will enable new levels of expressiveness and productivity over multiple mediums. With Flash technology emerging as the standard for mass distribution of video across the Internet—bringing TV shows online, and powering the video capabilities of YouTube and MySpace—our Production suite is at the cutting edge of video and rich media workflows.”

### **Professional Results with Unmatched Integration**

Adobe Creative Suite 3 Production Premium covers the full capture-to-delivery workflow with its integrated applications and time-saving utilities. Adobe Premiere Pro CS3 offers enhanced features such as new format support and a unique Time Remapping tool that improves slow motion and variable speed effects. The industry standard for visual effects and motion graphics—After Effects CS3—now offers: Shape Layers for drawing and animating vector shapes; the Puppet tool for stretching and manipulating 2D images as lifelike animations; and the Brainstorm tool for interactively generating and previewing animation variations. For audio, Soundbooth CS3 enables users to create professional-quality soundtracks for their productions.

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“Having worked with Academy Award winning filmmakers such as Martin Scorsese, James Cameron, and Robert De Niro, we are always in search of the most efficient ways to produce our most demanding work,” said Rob Legato, director and supervisor for The Basement. “Adobe Creative Suite 3 Production Premium makes our workflow easier than ever with its new integration among our favorite Adobe applications like Adobe After Effects and Adobe Premiere Pro. Going after that ever-elusive perfect shot has never been more creatively stimulating or seamless as it is now.”

With the new video layer support in Photoshop CS3 Extended, professionals can easily edit, paint, and clone between frames, and then export standard video formats. New Document Profiles for video in Illustrator CS3 ensure that graphics are cropped to video-safe sizes and ratios. Production Premium includes Flash CS3 Professional, enabling a seamless workflow with After Effects and Encore, so projects can now be published to the web through streamlined workflows. Adobe Dynamic Link eliminates rendering as users interchange media between Adobe Premiere Pro CS3, After Effects CS3, and Encore DVD CS3, and Clip Notes enables producers and other reviewers to embed time-code specific comments in Adobe PDF format directly into clips for faster review.

Special additions to Adobe Creative Suite 3 Production Premium include Adobe OnLocation™ CS3 for direct-to-disk recording and monitoring, and Adobe Ultra® CS3 software for chroma keying. The new Adobe OnLocation CS3 saves time in the field with its direct-to-disk recording and monitoring, offering the ability to shoot with higher quality on site. Both Adobe OnLocation CS3 and Adobe Ultra CS3 support only Windows-based systems.

### **Multi-format delivery, anywhere**

Adobe Creative Suite 3 Production Premium lets creatives capture and deliver across a broad range of formats. OnLocation CS3 records DV and HDV directly to disk, which is easily accessible through Adobe Premiere Pro CS3 for a streamlined editorial workflow, including support for HD, SD and HDV formats. Adobe Encore DVD CS3 now supports the ability to author and deliver professional titles on standard-definition DVD and high-definition Blu-ray Disc. Flash CS3 Professional lets users export video projects to the web in the .flv format and includes the Adobe Media Encoder to export video for mobile phones, iPods, and other devices.

### **Meet The Creative Suite 3 Family**

The Adobe Creative Suite product line and brand has now been expanded to include Adobe Creative Suite Design editions, Adobe Creative Suite Web editions and Adobe Creative Suite Production Premium (see separate releases). The all-encompassing Adobe Creative Suite Master Collection incorporates 12 new Adobe creative applications in a single box. New to the Adobe Creative Suite 3 family, Adobe Device Central CS3 (see separate release) radically boosts the productivity of creative professionals who develop content for mobile handsets. An updated version of Adobe Bridge CS3, the hub of Adobe Creative Suite, provides instant access to Version Cue® CS3 and an expanded Adobe Stock Photos service. To celebrate the unveiling of the Adobe Creative Suite 3 family, Adobe will offer viewing of the launch event via webcast on March 27 at 3:30 p.m. EDT. To attend the webcast, please visit [www.adobe.com/go/cs3launch](http://www.adobe.com/go/cs3launch).

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### Pricing and Availability

Adobe Creative Suite 3 Production Premium will begin shipping worldwide in the third quarter of 2007 and will be available for pre-order immediately through Adobe Authorized Resellers and the Adobe Store at [www.adobe.com/go/gn\\_store](http://www.adobe.com/go/gn_store). Estimated street price for Adobe Creative Suite 3 Production Premium is US\$1,699. There are numerous upgrade paths available for Adobe customers. For more detailed information about features, upgrade policies, pricing, and international versions please visit: [www.adobe.com/go/creativesuite](http://www.adobe.com/go/creativesuite).

### About Adobe Systems Incorporated

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