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**FOR IMMEDIATE RELEASE**

## **Verizon Wireless To Offer Rich Data Services Powered by Adobe FlashCast**

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### **Verizon Wireless Customers To Have Access To Engaging Always-on Channels**

**ORLANDO, Fla., BASKING RIDGE, N.J. and SAN JOSE, Calif. — March 28, 2007** — From the CTIA Wireless show in Orlando, Adobe Systems Incorporated (Nasdaq: ADBE) has named Verizon Wireless its exclusive wireless carrier launch partner in North America for delivering all new Adobe mobile applications.

Additionally, Adobe announced that Verizon Wireless will be the first wireless operator in North America to bring Adobe® FlashCast® based data services to mobile subscribers, in the second half of 2007.

Adobe FlashCast technology enables personalized, intuitive data services through a new generation of Adobe Flash® Player compatible mobile applications called channels. Users will be able to easily discover and enjoy up-to-the-minute, always-on channels with a breadth of information, including sports, weather, news, entertainment, music and more. Rich content is packaged in an engaging way, with an easily navigable and branded user interface that is designed to differentiate and drive customer loyalty.

“By being the first North American carrier to bring FlashCast to market, Verizon Wireless is once again innovating in a way that will lead toward a more personalized and engaging mobile experience across handsets,” said Al Ramadan, senior vice president, Mobile and Device Solutions Business Unit at Adobe. “For the first time mobile users will be able to quickly and easily engage with the latest information they care about, without the challenges and limitations of today’s “click and wait” data services.”

Verizon Wireless’s FlashCast service is expected to include a series of basic and premium channels across a wide variety of handsets. Premier content providers and leading media brands are currently building channels that are expected to be available for Verizon Wireless subscribers.

“With FlashCast we will be able to offer our mobile customers an even more engaging experience including bold animation and new, compelling information and entertainment channels in an engaging user interface,” said John Stratton, executive vice president and chief marketing officer for Verizon. “We are very pleased with the Adobe Flash® Lite™ service we launched last year, and today’s announcement is a natural progression of our relationship with Adobe.”

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FlashCast easily integrates with existing infrastructure including billing, reporting, and databases to help make the most of investments. Examples of existing FlashCast deployments include i-channel from NTT DoCoMo. The rich data service in Japan just passed the ten million subscriber mark in just 18 months after the launch. (see separate press release) In addition, FlashCast trials are under way across the globe with a series of operators including Telenor in Sweden.

### **About Verizon Wireless**

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving more than 59 million customers. The largest US wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with 65,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at [www.verizonwireless.com](http://www.verizonwireless.com). To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at [www.verizonwireless.com/multimedia](http://www.verizonwireless.com/multimedia).

### **About Adobe Systems Incorporated**

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