



Press/Analyst Contacts

Denise Styerwalt  
Adobe Systems Incorporated  
408-536-6393  
[dstyerwa@adobe.com](mailto:dstyerwa@adobe.com)

Esther Choi  
A&R Edelman  
650-762-2826  
[echoi@ar-edelman.com](mailto:echoi@ar-edelman.com)

**FOR IMMEDIATE RELEASE**

## **Adobe Ships Creative Suite 3 Production Premium and Master Collection**

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### **Roll-Out Completes Largest Software Release in Adobe's 25-Year History**

**SAN JOSE, Calif. — July 2, 2007** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® Creative Suite® 3 Production Premium and Adobe Creative Suite 3 Master Collection software. Adobe Production Premium CS3 is the industry's most comprehensive collection of integrated cross-platform post-production software tools, helping video professionals deliver stunning results for film, broadcast, DVD, Web, and mobile devices. Adobe Creative Suite 3 Master Collection combines 12 of Adobe's new design and development products in a single box – the most comprehensive creative environment ever delivered.

Adobe Creative Suite 3 Production Premium and Master Collection ship today in North America, with other language versions – including French, German and Japanese – available by mid July. With Adobe Creative Suite 3 Design Editions and Creative Suite 3 Web Editions already in market and receiving rave customer reviews, this completes the roll-out of the company's revolutionary Creative Suite 3 family, the largest software release in Adobe's 25-year history.

“One word: integration. People around the world will be amazed by how easy it is to move among applications in Adobe Creative Suite Master Collection and Production Premium,” said Jason Zada, executive creative director and founder of EVB, a digital content marketing agency in San Francisco, CA. “Because our workflow is so heavily based on moving very quickly through applications, this new Adobe software will save us hundreds of hours that we can put back into our projects.”

### **Capture-to-Delivery Workflow with Production Premium**

Now available for both PC and Mac platforms, Adobe Production Premium integrates time-saving workflow technologies with milestone releases of Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Encore® CS3, Adobe Photoshop® CS3 Extended, Adobe Illustrator® CS3, Adobe Flash® CS3 Professional, and Adobe® Soundbooth™ CS3, which can also be purchased as stand-alone applications. Adobe Premiere Pro CS3 software offers enhanced features such as new format support and a unique Time Remapping tool that improves slow motion and variable speed effects. After Effects CS3 software offers Shape Layers for drawing and animating vector shapes; the

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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 software enables post-production professionals to clean up recordings, polish voiceovers, customize music and sound effects—even if audio production isn't their specialty.

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 easy chroma keying. For Macintosh users, Adobe OnLocation requires Boot Camp and Windows (purchased separately) or a separate Windows® based computer. Adobe Ultra CS3 is only included in the Windows edition.

### The Best Creative Tools Come Together

Adobe Creative Suite 3 Master Collection combines all of Adobe's flagship creative products, for the design and delivery of high-impact content across media — from print and the Web, to interactive applications, mobile devices, video and film. Adobe Creative Suite 3 Master Collection includes all-new versions of Adobe InDesign® CS3, Photoshop® CS3 Extended, Illustrator® CS3, Flash® CS3 Professional, Dreamweaver® CS3, Fireworks® CS3, Contribute® CS3, After Effects® CS3 Professional, Adobe Premiere Pro® CS3, Soundbooth® CS3, and Encore® CS3, as well as Acrobat® 8 Professional software.

### Pricing and Availability

Adobe Creative Suite 3 Production Premium and Master Collection software will support Intel based Macintosh systems, Microsoft® Windows® XP, and Windows Vista™.

Adobe Creative Suite 3 Master Collection and Adobe Creative Suite 3 Production Premium are immediately available in the US and Canada through Adobe Authorized Resellers and the Adobe Store at [www.adobe.com/store](http://www.adobe.com/store). The estimated street price for the Adobe Creative Suite 3 Master Collection is US\$2,499. The 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/creativesuite](http://www.adobe.com/creativesuite).

### 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).

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