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FOR IMMEDIATE RELEASE

Adobe Advances Dynamic Media Workflows at NAB

Adobe Drives the Creation, Delivery, and Playback of Dynamic Content

SAN JOSE, Calif. and LAS VEGAS NV — April 14, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) is showcasing new technologies and initiatives that are helping to drive innovation across dynamic media content creation, delivery, and playback at the 2008 NAB Show, beginning today. Adobe is spearheading an effort to begin defining an industry wide open file format for digital cinema files, which is planned to be called CinemaDNG (see separate press release), and delivering native support for the Sony XDCAM EX camera format in Adobe® Premiere® Pro CS3 software. For capturing live audio and video to stream in real-time to Adobe Flash® Media Server or the Flash Video Streaming Service, Adobe is offering Adobe Flash Media Encoder 2.5 software as a free download. Adobe also is helping to bring intelligence to dynamic media by allowing the incorporation of metadata into its professional video product line. A highlight of the show is the recently announced Adobe Media Player, which is already featuring content from leading television broadcasters and content publishers, including CBS, MTV Networks, Universal Music Group, and CondéNet. All of these breakthroughs are being shown at the 2008 NAB Show, April 14 – 17 (Booth SL 3220).

“Adobe is committed to driving innovation across dynamic media content, delivery, and playback,” said Jim Guerard, vice president of Dynamic Media at Adobe. “Our customers are building businesses in a rapidly changing media and advertising landscape. Thanks to our partner ecosystem—from CDNs to plug-in vendors—Adobe technologies provide a virtually complete and integrated solution that allows our customers to create content once, then seamlessly distribute and monetize that content across the widest possible array of playback environments.”

At NAB, Adobe is previewing technology plans that help bring intelligence to dynamic media through metadata in future versions of its professional video software. By automating the creation and flow of information assets, post-production tasks can be simplified and accelerated, enabling audiences to search content rapidly and easily. During distribution and playback, content owners and advertisers can take advantage of new monetization opportunities to target ads more precisely. Also at the show, Adobe announced it is leading an effort to begin defining an industry wide open file format for digital cinema files, which is planned to be called CinemaDNG. CinemaDNG is an industry-wide initiative to define an open file format for digital cinema files to ensure accurate archiving, simplify workflows, and provide richer editing possibilities. In addition, Adobe is extending its commitment to tapeless workflows by

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announcing native support for the Sony XDCAM EX camera format in Adobe Premiere Pro CS3, augmenting its previously announced support of the Panasonic P2 format.

Adobe continues to expand its industry footprint for dynamic media playback. For broadcasting live events such as concerts, webcasts, or sporting events, Adobe Flash Media Encoder 2.5 software now allows users to capture and stream live content in H.264 with Adobe Flash Media Server and Adobe Flash Player. As the world's most pervasive playback software, Adobe Flash Player is installed on 98 percent of Internet-connected PCs and more than 500 million mobile devices and handsets worldwide ship with Adobe Flash® Lite™ software. Adoption of the latest update to Adobe Flash Player 9, which supports H.264-enabled HD content, has set all-time records by achieving 62 percent market penetration since its release in December 2007.

“Adobe's innovations are reshaping the digital video industry and helping us reach our audiences and monetize our content in new and exciting ways,” said Greg Clayman, executive vice president, digital distribution and business development for MTV Networks. “Adobe Creative Suite® 3 Master Collection software and Adobe Flash are fantastic tools that help us create and distribute content for audiences worldwide.”

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