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FOR IMMEDIATE RELEASE

Adobe Advances Mobile Testing in Creative Suite 4

Adobe Device Central CS4 Streamlines Mobile Workflow for Designers and Developers

SAN JOSE, Calif. — Sept. 23, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Device Central® CS4 software, the next generation testing and preview environment for mobile content. A tightly integrated component across the Adobe Creative Suite® 4 product line (see separate releases), Adobe Device Central CS4 dramatically simplifies the workflow for creative professionals and developers producing rich content and Flash® Player compatible videos for mobile phones and consumer electronics devices. With more than 450 dynamically updated device profiles, Device Central CS4 enables users to easily test content designed in Adobe Photoshop® CS4, Adobe Flash® CS4 Professional, Adobe Illustrator® CS4, Adobe After Effects® CS4, Adobe Premiere® Pro CS4, and Adobe Dreamweaver® CS4 software.

“With the next generation of tools in Creative Suite 4 and Device Central CS4, Adobe empowers creative professionals to bring great new content to a broad set of mobile platforms,” said Gary Kovacs, vice president and general manager of Mobile and Devices at Adobe. “Device Central CS4 dramatically simplifies the testing process and reduces production time to bring rich and consistent end-user experiences to hundreds of the latest device models worldwide.”

New Tools Increase Efficiency of Mobile Content Simulation

A new searchable online library of device profiles from major handset manufacturers worldwide allows creative professionals to quickly identify appropriate devices and create and organize mobile projects for all media types, including video, images and Web content. With the new automated testing environment users can simulate content performance over a network, record a sequence of actions to an editable script, and test the script across devices to identify any potential problems with the content. By taking snapshots at certain frames during the test, users can easily create storyboards and show clients how the content is displayed on a variety of devices.

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More Options to Deliver and Share Mobile Content

To share mobile designs with others, Device Central CS4 allows users to capture video recordings of testing sequences and export it to a high-quality movie file based on the H.264 format. Additionally, developers can easily publish mobile content to an FTP server or send it directly to the device via Bluetooth. Full integration with Adobe After Effects CS4 enables editors, producers, and motion graphics artists to author a set of After Effects compositions for multiple mobile devices at the same time.

Developer Community Embraces Adobe Device Central

A broad developer community is emerging to take advantage of Adobe Device Central, cutting production time and testing mobile content and applications. Bacardi's Mobile Cocktail application, Disney's animated SpongeBob Wallpaper, Cell's interactive Sport Games, Avarto's Flash technology based music channel, and Dolce & Gabbana's fashion wallpapers are just a few examples of rich content already developed and tested with Adobe Creative Suite 4.

"With the new searchable Online Device Library where developers can access up-to-date mobile device profiles, Adobe Device Central CS4 helps increase the time-to-market of third party applications created for our mobile phones," said Jens Greve, head of developer program at Sony Ericsson Mobile Communications. "Now, our developer community can produce more value-added content such as themes, wallpapers and other creative mobile applications more quickly and easily. Mobile developers will be better able to time new content availability for the launch of our devices that will enter their regional markets so that consumers have a plethora of content to experience."

"Device Central has been a crucial part of the development of hundreds of popular Adobe Flash based mobile games and applications," said Stephen Jackson, president and CEO at Smashing Ideas, an entertainment and marketing services studio that creates rich media experiences on all screens. "As the largest independent Flash developer in the U.S., we are excited about the next generation of Device Central and expect it to further streamline and simplify the creation of rich mobile content across multiple platforms and devices."

Pricing and Availability

Adobe Device Central CS4 is included in all Creative Suite 4 editions and is an integral component of individual products, including Adobe Creative Suite 4 Web Editions, Adobe Creative Suite 4 Design Editions, Adobe Creative Suite 4 Production Premium, Adobe Creative Suite 4 Master Collection, Adobe Flash CS4 Professional, Adobe Photoshop CS4, Adobe Photoshop CS4 Extended, Adobe Illustrator CS4, Adobe Dreamweaver CS4, Adobe Premiere Pro CS4, and Adobe After Effects CS4. Adobe Device Central CS4 is scheduled to ship in October 2008. For detailed upgrade policies and pricing information, please visit www.adobe.com/go/gn_store.

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