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**FOR IMMEDIATE RELEASE**

# **Adobe Highlights Breakthrough Video Advances at IBC**

**Adobe Offering New Ways to Create Engaging Customer Experiences and Build Businesses Around Content**

**SAN JOSE, Calif. and AMSTERDAM, Netherlands — September 10, 2009** — At the 2009 IBC tradeshow, Adobe Systems Incorporated (Nasdaq:ADBE) is showcasing advances in next-generation video and dynamic media software technologies that provide integrated, end-to-end workflows for broadcasters and media companies. Highlights of the show include the public beta of Adobe® Story software (see separate press release), a new online and offline collaborative script development tool that begins the planning and pre-production phase of video workflows, as well as the introduction to Adobe® Flash® Access 2.0 software, a content protection solution that enables the distribution and monetization of premium content, which can create new sources of revenue for media publishers (see separate release).

Adobe will demonstrate its new solutions and demonstrate key customer and partner focused initiatives during the IBC 2009 Exhibition at its stand (Hall 7, Stand H.23) in the RAI Convention Center, Sept. 11-15.

“Adobe continues to innovate and streamline video workflows from script to screen,” said Jim Guerard, vice president and general manager of Dynamic Media at Adobe. “We are committed to helping customers succeed by making their workflows more efficient, their audience experiences more compelling and their business models more profitable. From content creation to delivery and playback, Adobe and its broadcast and media customers are leading the industry and revolutionizing how the digital video industry creates and consumes rich media.”

## **Charting the Future of Streamlined Video Workflows**

Adobe is providing new ways for customers to create more engaging customer experiences and build business around media assets. Beginning at the planning and pre-production phase of the video workflow, Adobe Story – now available on Adobe Labs – streamlines video production workflows by automatically turning content in scripts into relevant metadata that can be used throughout the Adobe digital video workflow. Once the content is created and ready for delivery, Flash Access 2.0 – previously Flash Media Rights Management Server – offers a new scalable, flexible content protection solution that enables the expansion, distribution and monetization of premium content.

### Customers Advancing Dynamic Media Workflows

In addition to offering new software technologies, Adobe is highlighting how some of the world's top media companies continue to stretch and reinvent dynamic media workflows utilizing Adobe's end-to-end video workflows to expand their audiences, help build their businesses and showcase content in new and compelling ways.

Nobelprize.org, the official Web site of the Nobel Foundation, has standardized on Adobe® Creative Suite® 4 Production Premium software for video production and the Adobe Flash® Platform to deliver online video content (see separate press release). Hearst Television (see separate release) is collaborating with Adobe to build next-generation, tapeless newsroom video editing solutions that are integrated with the company's core news production systems.

### Spearheading Key Strategic Initiatives

At IBC 2009, Adobe continues to spearhead and advance CinemaDNG, a key industry initiative aimed at defining an industry-wide open file format for digital cinema files to streamline workflows and help ensure easy file archiving and exchange. Adobe and other industry participants have finalized the CinemaDNG specification and Adobe has made CinemaDNG plug-ins for Adobe After Effects® CS4 and Adobe Premiere® Pro CS4 software available online on [Adobe Labs](#).

### Technology Leadership, from Planning to Playback

Major broadcasters and media companies, attending IBC from around the world, are selecting Adobe's video solutions to create and deliver high-quality dynamic media experiences. For post-production, Adobe Creative Suite 4 Production Premium offers a complete solution for creative professionals who craft world-class video, audio and interactive media. For delivery of online content, the Adobe Flash Platform is the No. 1 technology for video on the Web. According to comScore Media Metrix, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology. Adobe Flash Player — already installed on 98 percent of Internet-connected desktops — gives viewers access to rich content without having to download additional software.

### 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).

\* July 2009 data from independent research firm comScore.

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