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## FOR IMMEDIATE RELEASE

# Nobelprize.org Standardizes on Adobe Video Solutions

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## Nobelprize.org Chooses Adobe Creative Suite and Adobe Flash Technology for a Complete, End-to-End Workflow

**SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 10, 2009** — At the 2009 IBC tradeshow, Adobe Systems Incorporated (Nasdaq:ADBE) today announced that Nobelprize.org, the official Web site of the Nobel Foundation with more than 38 million visits each year, has standardized on Adobe® Creative Suite® 4 Production Premium software for video production and the Adobe Flash® Platform to deliver online video content. Nobelprize.org chose Adobe solutions for an end-to-end, integrated workflow that will enable viewers to more easily discover exceptional content.

“We would like Nobelprize.org to be a place for people to discover and view the best-quality content and learn more about the significant contributions of Nobel Prize Laureates,” said Hans Mehlin, director of technology for Nobelprize.org. “Adobe’s complete, end-to-end media solution is unique in that the video production tools are tightly integrated with Flash delivery technologies, which will not only improve editing efficiencies but also will help us make our online content more discoverable to a worldwide audience. We look forward to working with Adobe to continue to push the boundaries for tightly integrated media workflows.”

### Integrated Workflows for Video Content Creation Through Playback

Nobelprize.org selected Adobe Creative Suite 4 Production Premium software – featuring Adobe Premiere® Pro CS4, and Adobe Flash technology – to maximize workflow efficiency and reduce costs, while also making content more discoverable. Speech Search – available in Adobe Premiere® Pro CS4 and Soundbooth® CS4 – is a key feature that provides an exciting opportunity for Nobelprize.org to transcribe spoken words to text, and then use the recorded information as metadata so it can be used throughout the production workflow. Components of the suite used by Nobelprize.org include Adobe Premiere Pro CS4, After Effects® CS4, Photoshop® CS4 Extended, Flash CS4 Professional, Illustrator® CS4, Soundbooth CS4, Adobe OnLocation™ CS4 and Dynamic Link software. For playback, Nobelprize.org chose Adobe Flash Media Server 3.5 software as the streaming engine driving video delivery. The software provides Dynamic Streaming, a quality-of-service monitoring feature, to manage the flow of multiple bit-rate video streams for both live and pre-recorded media.

## Nobelprize.org Standardizes on Adobe Solutions for Content Creation and Delivery

“The Nobel Prize is the world’s most prestigious award for contributions in physics, chemistry, medicine, literature, and peace,” said Jim Guerard, vice president and general manager of Dynamic Media for Adobe. “The rich metadata functionality and tight integration between Adobe’s video content creation and delivery tools enable Nobelprize.org to offer engaging experiences to a worldwide audience. It is an honor to help Nobelprize.org reach a global viewership with content that inspires, educates and informs millions of people about the trailblazing efforts of scientists, peacemakers, writers and other innovators.”

### **NobelPrize.org Adopts the Industry’s Most Popular Technology for Web Video**

The Nobelprize.org Web site offers viewers background on Alfred Nobel, lectures and interviews, video clips of Nobel Laureates and educational games. For the first time, the Adobe Flash Platform, via Akamai’s global network, will be utilized to stream the Nobel Prize announcements live starting on Oct. 5, 2009, continuing Dec. 7-8 and 10 for the Nobel Lectures and the Nobel Prize award ceremonies will be held Dec. 10, 2009 in Stockholm, Sweden.

### **No. 1 Platform for Delivering Video on the Web**

The Adobe Flash Platform is a complete system of integrated tools, frameworks, clients and servers for the development of Web applications, content and video that run consistently across operating systems and devices. Adobe Flash Player — already installed on more than 98 percent of Internet-connected desktops — enables viewers to watch high-quality video on the Web and helps NobelPrize.org reach the largest possible Internet audience. According to comScore Media Metrix, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology, making it the No. 1 format for video on the Web.

### **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).

\* June 2009 data from independent research firm comScore

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