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FOR IMMEDIATE RELEASE

Adobe Story Now Available on Adobe Labs

Innovative Script Development Tool Enables Richer Audience Experiences and Reduces Production Costs

SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 10, 2009 — At the 2009 IBC tradeshow, Adobe Systems Incorporated (Nasdaq:ADBE) today announced that the public preview of Adobe® Story software, a new online and offline collaborative script development tool, is now available on Adobe Labs at <http://labs.adobe.com/technologies/story>. Adobe Story begins the planning and preproduction phase of video workflows and will be integrated with other Adobe products, including future versions of the Adobe Creative Suite® product family. Developed to create more efficient video production workflows while reducing production costs, Adobe Story automatically turns content in scripts into relevant metadata that can be used throughout the Adobe digital video workflow. Adobe will demonstrate Story during the IBC 2009 Exhibition at its stand (Hall 7, Stand H.23) in the RAI Convention Center, Sept. 11-15.

“Today, broadcast and media companies are looking for next-generation video workflows that transform how content is created and consumed,” said Jim Guerard, vice president and general manager of Dynamic Media at Adobe. “By capturing valuable script information in the preproduction phase, Adobe Story provides these companies with a groundbreaking new tool that can radically streamline production workflows, reduce overall costs and make entertainment more interactive and engaging.”

From Script to Screen

Adobe Story offers many ways to simplify the production process, reduce costs and bring new efficiencies to camera operators, editors, directors and others involved in the project development. Once information, such as script location and character biographies, are captured or entered into Adobe Story the valuable metadata will automatically flow into other products in the Creative Suite Production Premium toolkit, improving the efficiency for capturing clips and editing footage. When the video production is ready for online distribution, the metadata can also help viewers discover and search through content online to find their favorite characters, episodes or scenes, making the entire viewing experience more interactive and engaging.

Collaborative Scriptwriting

Scriptwriting typically goes through several phases: initial outline, several drafts, final draft, shooting script and creation of a production shot list that accompanies the final script. Adobe Story is designed to help simplify and accelerate this process for virtually any creative endeavor.

With Adobe Story, project participants have a visually rich environment where they can share their ideas at any time. Users can create a script from scratch using Adobe Story, leveraging its industry-standard formatting. They also can import scripts into Adobe Story from a variety of applications, including Microsoft Word, Final Draft or export into Adobe PDF, text, XML, Movie Magic and CSV. Project participants can use Adobe Story to work online and offline and automatically synchronize input and comments once they connect to the Internet. During this phase, the software captures metadata such as scene locations and other pertinent information automatically, creating a more efficient end-to-end workflow.

Pricing and availability

The preview version of Adobe Story is currently available at no charge on Adobe Labs at <http://labs.adobe.com/technologies/story>.

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.

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