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FOR IMMEDIATE RELEASE

Adobe Unveils First Full Flash Player for Mobile Devices and PCs

Close to 50 Open Screen Project Participants Support New Browser Runtime for Multiple Platforms

LOS ANGELES — Oct. 5, 2009 — Adobe Systems Incorporated (Nasdaq:ADBE) today unveiled Adobe® Flash® Player 10.1 software for smartphones, smartbooks, netbooks, PCs and other Internet-connected devices, allowing content created using the Adobe Flash Platform to reach users wherever they are. A public developer beta of the browser-based runtime is expected to be available for Windows® Mobile, Palm® webOS and desktop operating systems including Windows, Macintosh and Linux later this year. Public betas for Google® Android™ and Symbian® OS are expected to be available in early 2010. In addition, [Adobe and RIM](#) announced a joint collaboration to bring Flash Player to Blackberry® smartphones, and Google joined close to 50 other industry players in the Open Screen Project initiative.

Flash Player 10.1 is the first consistent runtime release of the Open Screen Project that enables uncompromised Web browsing of expressive applications, content and high definition (HD) videos across devices. Using the productive Web programming model of the Flash Platform, the browser-based runtime enables millions of designers and developers to reuse code and assets and reduce the cost of creating, testing and deploying content across different operating systems and browsers. Flash Player 10.1 is easily updateable across all supported platforms to ensure rapid adoption of new innovations that move the Web forward.

The browser-based runtime leverages the power of the Graphics Processing Unit (GPU) for accelerated video and graphics while conserving battery life and minimizing resource utilization. New mobile-ready features that take advantage of native device capabilities include support for multi-touch, gestures, mobile input models, accelerometer and screen orientation bringing unprecedented creative control and expressiveness to the mobile browsing experience. Flash Player 10.1 will also take advantage of media delivery with HTTP streaming, including integration of content protection powered by Adobe® Flash® Access 2.0. This effort, code-named Zeri, will be an open format based on industry standards and will provide content publishers, distributors and partners the tools they need to utilize HTTP infrastructures for high-quality media delivery in Flash Player 10.1 and Adobe® AIR® 2.0 software.

To learn more about Flash Player 10.1 and to see video demos visit [Adobe Labs](#).

"With Flash Player moving to new mobile platforms, users will be able to experience virtually all Flash technology based Web content and applications wherever they are," said David Wadhvani, general manager and vice president, Platform Business Unit at Adobe. "We are excited about the broad collaboration of close to 50 industry leaders in the Open Screen Project and the ongoing collaboration with 19 out of the top 20 handset manufacturers worldwide. It will be great to see first devices ship with full Flash Player in the first half of next year."

"We are excited to join Adobe and other industry leaders in the Open Screen Project," said Sundar Pichai, vice president of Product Management at Google. "This initiative supports our common goal to move the Web forward as a platform and to spur innovation in the industry through technology such as Adobe Flash."

"Adobe Flash technology provides a key experience on new Windows phones, enabling people to enjoy rich Flash based games, videos and other interactive Web content on the go," said Stephanie Ferguson, general manager, Product Management, Microsoft Corp. "We look forward to bringing in the new capabilities of Adobe Flash Player 10.1 to the Windows phone browser when it becomes available."

"Motorola is excited to be one of the first handset manufacturers to ship Android based devices with Flash Player support early next year," said Christy Wyatt, vice president of software applications and ecosystem at Motorola. "As the No.1 platform for video on the Web, uncompromised browsing of Flash technology based content is essential for a rich mobile experience and something users expect from Motorola today."

"As a longtime partner of Adobe, and more than 400 million Nokia phones shipped with existing Flash technology to date, we are excited to see Flash Player becoming a reality for mobile phones and other mobile devices," said Purnima Kochikar, vice president, Forum Nokia. "Nokia is excited about full Flash Player coming to devices and we are committed to supporting Flash Player 10.1 on mobile devices in 2010."

Open Screen Project

Led by Adobe, the Open Screen Project includes close to 50 industry leaders working together to provide a consistent runtime environment across mobile phones, desktops and other consumer electronic devices. The initiative addresses the challenges of Web browsing and standalone applications on a broad range of devices, and removes the barriers to publishing content and applications seamlessly across screens. Participants of the initiative include Antena 3, Atlantic Records, ARM, BBC, Burda, Cell, Chungwha Telecom, Cisco, Comcast, Conde Nast, Daum, Disney Interactive, Fox Mobile, Google, HTC, Intel, LG Electronics, Lionsgate, Marvell, Motorola, MTV Networks, NBC Universal, Nokia, NTT DoCoMo, NVIDIA, OpenTV, Palm, Paramount, QNX Software Systems, Qualcomm, Stern.de, RIM, RTL, Samsung, Sony Ericsson, Texas Instruments, The New York Times, Toshiba, Verizon Wireless, Ziilabs and many others. For more information about the Open Screen Project visit www.openscreenproject.org.

About Adobe Flash Platform

The Adobe Flash Platform is the leading Web design and development platform for creating expressive applications, content, and video that run consistently across operating systems and devices and reach over 98 percent of Internet-enabled desktops. Flash Player 10 was installed on more than 93 percent of computers in just the first ten months since its release. 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. Major broadcasters and media companies including Disney.com, MLB.com and DIRECTV rely on the Adobe Flash Platform for delivering video on the

Web and the platform powers social network sites such as YouTube and MySpace. For more information about the Adobe Flash Platform visit www.adobe.com/flashplatform.

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